



**APPOINTMENT OF AN ADVERTISING AGENCY TO HANDLE ADVERTISEMENT OF MUNICIPAL
CONTENT FOR THEMBISILE HANI LOCAL MUNICIPALITY AS AND WHEN REQUIRED FOR A PERIOD
OF 36 MONTHS**

THEMBISILE HANI LOCAL MUNICIPALITY



**APPOINTMENT OF AN ADVERTISING AGENCY TO HANDLE
ADVERTISEMENT OF MUNICIPAL CONTENT FOR THEMBISILE HANI
LOCAL MUNICIPALITY AS AND WHEN REQUIRED FOR A PERIOD OF 36
MONTHS**

SCOPE OF WORK

Thembisile Hani Local Municipality hereby invites quotations from a suitably qualified service provider for the appointment of the project: **APPOINTMENT OF AN ADVERTISING AGENCY TO HANDLE ADVERTISEMENT OF MUNICIPAL CONTENT FOR THEMBISILE HANI LOCAL MUNICIPALITY AS AND WHEN REQUIRED FOR A PERIOD OF 36 MONTHS**

4.2.1 PROJECT SCOPE OF WORK

The prospective service provider handle advertisement or placement of municipal content for Thembisile Hani Local Municipality as and when required for a period of 36 months as and when required.

The bidder must submit certified proof of current registration with the Advertising Standards Authority of South Africa or any professional bodies that are affiliated with ASASA. Failure to submit these documents with the tender document shall result in the tender being deemed non-responsive.

The licensed and successful advertising agency will place all vacancies and other articles upon receipt of an approved and appropriately authorized requisition or purchase order from the municipality.

2. Specifications of articles and adverts

- 2.1 Editing information provided by THLM in MS Word format to be clear, understandable and correct in terms of grammar and language usage
- 2.2 Preparing the lay-out of advertisements in the most cost-effective manner, size may vary according to specific needs
- 2.3 Presenting the advertisement to the relevant THLM division for proof-reading and approval before submission for printing
- 2.4 Advising on the most suitable media to ensure wide exposure and appropriate targeting
- 2.5 Providing a cost analysis for the placement of advertisements; and
- 2.6 Placement of the advertisement in the selected media for optimal results.
- 2.7 Advertisements /articles shall consist mainly of bold headings, sub-headings and text in light and bold-type faces as well as borders.
- 2.8 Provision must be made for the submission of final drafts before printing.



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2.9 It is expected of the service provider to be able to maintain strong ethical standards in their work and shall liaise with the municipality.

The service provider shall at the request of the municipality at the duration of the contract arrange the placing of vacancy advertisement and other articles in the media agreed upon with the municipality. The service provider shall at all times be available to the municipality. Ensure that the service is available at all times and that after the placing of the advert in the newspaper, a tear sheet of the newspaper is made available to the municipality.