

FIC/RFB/DIGITAL MEDIA BUYING
SERVICES/15/2025/26

Compulsory Virtual Briefing Session

Q & A

24 February 2026 at 11:30

Venue / Platform: Microsoft Teams

QUESTIONS AND ANSWERS

NO.	QUESTIONS	RESPONSE
1	Will campaigns be national or provincial?	Campaigns may be national or regionally targeted depending on quarterly objectives and strategy.
3	Can bidders add additional pages where tables are insufficient?	Yes. Additional pages may be added, provided they are clearly referenced.
4	Can bid documents be completed electronically?	Yes. Electronic completion is encouraged for clarity and ease of evaluation.
5	Are reference letters, CVs, or qualifications required?	No. Only the prescribed annexure tables will be evaluated.
6	How should pricing be structured given varying campaign sizes?	Bidders should provide fixed agency fees as guided in the pricing tables.
7	Must the agency advance media spend before invoicing?	Yes. Once the media plan is approved and flighting commences, the agency may invoice, subject to proof of delivery.
8	Is it advisable to submit financial capacity statements?	No. Financial capacity statements are not required.