

**THE PUBLIC SERVICE SECTOR EDUCATION TRAINING
AUTHORITY**

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A
PANEL OF MEDIA SPACE BUYING SERVICE PROVIDERS FOR THE
PUBLIC SERVICE EDUCATION AND TRAINING AUTHORITY**

QUOTATION NUMBER: RFP/2021/001251

CLOSING DATE: 30 OCTOBER 2025

CLOSING TIME: 11:00

No late applications will be accepted



1. INTRODUCTION

The Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998 as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

The PSETA seeks to appoint a suitable, qualified, and competent panel of service providers for the media space, which will provide media space buying in relation to print & electronic advertisements and features for the PSETA for a duration of three years.

Prospective service providers are invited to submit a detailed proposal to render these services for PSETA on an ongoing basis for three (3) years commencing from the date of signing the contract. Once appointed, as and when PSETA requires the services, a panel will be invited to submit quotations.

3. OBJECTIVES OF THE SERVICES REQUIRED

3.1 Media Space: Ability to negotiate and secure space on specified publications.

3.2 Media Space: To negotiate competitive rates and value-added placements with media vendors.

4. SCOPE OF WORK

4.1. Media space buying:

a) **Print Media Platforms:** Media 24 online & Sunday Newspapers (careers/tenders), Magazine feature & Cover story annually.

Services Required: Rate negotiation and volume discounts.

Careers/ tender placement scheduling and positioning are annually scheduled in September.

Magazine Feature placement.

b) Audio Media

Platforms: FM/AM radio 30 minutes (community radio only), podcasts 30 minutes, and music streaming services.

Services Required:

Station/program selection based on audience profiles.

Spot and sponsorship buying (e.g., branded segments, host-read ads).

Negotiation of rates and value-added opportunities. Monitoring and reporting on ad delivery & listenership metrics.

c) Media Monitoring

Secure an annual subscription for media monitoring with the most cost effective platform.

- 4.2. **Social media full-service annual subscription:** PSETA will draw monthly analytics reports (reach, engagement, follower growth); post and respond to comments.

Platforms: Facebook; Instagram; X (formerly Twitter); LinkedIn; YouTube

5. DELIVERABLES

- **Media space buying:** Media buying at competitive rates.
- **Social media subscriptions:** access to engagement and performance reports; advertisement.

6. TIMELINE

To be detailed in the service level agreement.

7. QUALITY AND REPORTING REQUIREMENTS

- 7.1 To manage the budget, the service provider will submit the cost per delivery to the stakeholder management and communication manager as and when a task is required.

8. INTELLECTUAL PROPERTY

- 8.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all reports. Publication of any information from this assignment is prohibited unless permission to cite the findings is approved by the PSETA. All open files of the work done must be made available to the PSETA.

9. EVALUATION PROCESS

9.1 PHASE 1 - FUNCTIONALITY EVALUATION

Bids must meet the minimum eligibility criteria in respect of the functionality of 70 out of 100 points to be recommended on the panel. Any bid that does not meet the minimum eligibility points will be automatically disqualified. Quotations will be sourced on a rotational basis from the service providers who will be recommended to be on the panel. The functionality criteria together with the maximum points to be awarded are set out below.

Phase 1: Functionality Evaluation

Domain	Evaluation Method	Criteria	Weight	Score
Company Experience in media space buying.	Company profile detailing the work the company does, including media space buying service, the profile must cover these services: media space buying, social media	All proposals must cover the sections outlined in Section 4. 1 = Proposal and project plan not acceptable (all areas not covered). 2 = Poorly written proposal and a project plan (few areas covered) 3 = Average proposal (most areas covered) 4 = Good proposal (all areas covered but not in depth) 5 = Excellent detailed proposal (all areas thoroughly addressed in depth)	40	1
				2
				3
				4
				5

Domain	Evaluation Method	Criteria	Weight	Score
Competitive rates.	Proven track record to provide competitive rates on competitive terms	1= No track record proof. 2= Not applicable. 3 = Not applicable 4 = Not applicable. 5 = Track record of normal proce versus negotiated rates.	30	1
				2
				3
				4
				5
Traceable references of clients where projects of a similar nature were conducted	Reference letters as evidence of previous similar work done. (NB: <i>The Reference Letter(s) must be on the letterhead of the previously serviced organisation and should reflect at least name of the organisation, title of the work done, year conducted, year completed, contactable reference name</i>	1 = No reference letter provided of work previously done. 2 = 1 to 2 reference letters - of research work previously done 3 = 3 reference letters of work previously done 4 = 4 reference letters of work previously done.	30	1

Domain	Evaluation Method	Criteria	Weight	Score
	<i>and contact details)</i> Reference letters must be on a letterhead, signed by the CEO/Head/ Project manager of the department and dated.	5 = 5 or more reference letters work previously done.		

10. FORMAT OF THE BID SUBMISSION

10.1 Proposals must be submitted physically; the proposals must be submitted in one original and two (2) copies.

10.2. Company profile indicating all the requirements as per the evaluation criteria.

10.3. Track record and experience

10.4. Submission of all applicable documents as indicated below:

- Certified copy of doctor's certification with medical practice number(in order claim points for disability as per SBD 6.1)
- Certified copies of the director's ID document (to claim points as per SBD 6.1)
- Certified copy of BB-BEE certificate or sworn affidavit
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;
- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

11. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

11.1 All Standard Bidding (SBD) documents must be completed and signed.

- SBD 1.1 (each section must be fully completed)
- SBD 4(each section must be fully completed)
- SBD 6.1(each section must be fully completed)
- Proof of registration on the Central Supplier Database.
- General Conditions of Contract (each page must be entailed/signed)

NB: Failure to submit documents requested in section 11 will render the proposal disqualified.

Bid proposals must be submitted to:

Ms Ursula Mathonsi

Manager: Supply Chain Management The PSETA

Ground Floor, Woodpecker Building Hillcrest Office Park, Lynwood Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted. The Validity periods of the bids is 60 days from the closing date. Please direct all queries to Ms. Ursula Mathonsi via email on ursulam@pseta.org.za or telephonically on 012-4235700.