



**GOVERNMENT OF SINDH
INFORMATION DEPARTMENT
DIRECTORATE OF ADVERTISEMENT
BLOCK-96, SINDH SECRETARIAT 4B,
KARACHI. PHONE# 021-99202670 & 72**

**Prequalification of Advertising Agencies
during 2017-18**

Information Department, Government of Sindh intends to appoint accredited Advertising Agencies having experience on its panel for time-to-time media campaigns for projection in electronic and print media, in respect of all the departments, organizations, autonomous bodies, semi-autonomous bodies and authorities under the control of Government of Sindh. The agencies should have a complete advertising setup (Creative/ Client Service/ Media) with good experience in doing business with Government organizations.

Interested advertising agencies, accredited with All Pakistan Newspapers Society (APNS) and Pakistan Broadcasters Association (PBA) may apply alongwith the following information :

1. Agency profile including name, registered address, telephone & fax numbers, website address, email address and year of establishment.
2. Registration Certificate with APNS, and Pakistan Broadcasters Association (PBA).
3. Particulars of the permanent technical staff, their qualification, experience of at least five years of working in relevant field and the available facilities.
4. Year of APNS Accreditation.
5. Proof of projects completed, specially media campaigns/ supplements etc.
6. NTN certificate & Sales Tax Registration certificate from Sindh Revenue Board, alongwith :
 - i. Copies of bank statement alongwith proof/ certificate of financial stability.
 - ii. Copies of audited accounts statements and Balance Sheet of Accounts.
 - iii. Copies of income tax & sales tax returns of last five years.
7. Details of disputes/ litigation or arbitration with client(s) and affidavit on Rs. 100/- stamp paper that firm has never been black listed nor banned by any government organization.
8. List of client and media campaigns/ project wise details alongwith performance certificates by the client department.
9. Evaluation criteria with weightage is mentioned as :- presentation, experience of work in public sector, experience in electronic media, experience in print media, registration with APNS/Accreditation, Technical Staff, project creativity, taxation profile, litigation disputes and client profile.
10. Interested Advertising Agencies should address their inquiries and submit their applications to the undersigned, mentioned therein complete details as listed at Sr No. 1 to 8 above *on 11th December, 2017 before 2:00 a.m. Presentation on powerpoint of all the applying firms will commence from 12:00 noon onward on the same day in the presence of authorized representatives of the advertising agencies concerned.*

Terms & Conditions.

- I. No compensation or payments for the presentation or the production of material etc will be given to the participating agencies.
- II. Conditional entries will not be entertained.
- III. Information Department, Government of Sindh reserves the right to accept or reject any or all application as per SPPRA Rules 2010.
- IV. The application with required documents attached shall be evaluated on the score obtained 80% (the range and criteria may be decided by the Information Department, Government of Sindh, Karachi on the basis of information provided by advertising agencies in their applications) and above score shall be short listed/ qualified on the basis of projects/ assignments carried out earlier.
- V. Applications of black listed firms shall not be considered at all.
- VI. The Information Department shall disqualify the applicant if, at any stage, it finds that the Information submitted for pre-qualifications was either significantly inaccurate or incomplete.
- VII. The Information Department reserves the right to terminate the agreement/ services at any time during the currency of the agreement upon unsatisfactory performance/ unprofessional conduct, irrespective of the liabilities/ claims of the concerned Agency.

**Director Information (Advertisement)
Information Department
Government of Sindh**