



BIDS AND AWARDS COMMITTEE

REQUEST FOR QUOTATION

The Securities and Exchange Commission (SEC), through its Bids and Awards Committee (BAC), requests the submission of quotations for the following requirements in accordance with the revised Implementing Rules and Regulations (IRR) of Republic Act No. 9184 (RA 9184).

Lot No.	Description	Quantity	Approved Budget for the Contract, inclusive of taxes
1	Radio Advertisement <i>See Annex B for Technical Specifications</i>	Three (3) Agencies	Php 3,000,000.00

Mode of Procurement	Negotiated Procurement – Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services (Section 53.6 of the Implementing Rules and Regulations of Republic Act No. 9184)
Reference Number	AMP No. 2024-032
Procurement Schedule	Deadline to Submit Quotation 19 February 2024 10:00 A.M.
Submission of Quotation	<p>Manual Supply Chain Division, 7th Floor, The SEC Headquarters, 7907 Makati Ave., Salcedo Village, Brgy., Bel-Air, Makati City.</p> <p>Quotation (one copy only) shall be placed in an envelope with markings containing the following information:</p> <p><i>Name of the Bidder</i> <i>Address of the Bidder</i> <i>Contact Information</i> <i>The Project (see Description Above) and Reference Number</i> <i>Deadline to Submit Quotation</i></p> <p>Electronic Electronic submission shall be made through email at jamroa@sec.gov.ph</p>
Delivery Period	Within Thirty (30) calendar days upon receipt of approved Purchase Order/Notice to Proceed or from the date stated therein.
Delivery Place	SEC Library, 7th Floor, The SEC Headquarters, 7907 Makati Avenue, Salcedo Village, Bel-Air, Makati City 1209

Interested suppliers are required to submit the following documents on or before the deadline:

1. **Price Quotation** (use Annex A); and
2. Technical Specifications and Other Requirements (Annex B).

In the event that the national or local government declares suspension of work by reason of fortuitous event or an event beyond the control of the SEC, the deadline to submit quotation is automatically moved to the next working day, same time and place of submission.

Quotations exceeding the Approved Budget for the Contract shall be disqualified.


The bidder with the single or lowest calculated and responsive quotation, or the awardee, shall be required as condition for the issuance of Notice of Award the submission of the following, unless the requirements were already submitted as part of the quotation or were previously submitted as part of another bid:

1. Valid Mayor's/Business Permit;
2. PhilGEPS Registration Number; and
3. Income/Business Tax Return [*for projects with ABC above Php 500,000.00*],.

Notes:

- a. *Certificate of Platinum Membership may be submitted in lieu of the document numbers 1 and*
- b. *Editable file copies of the Omnibus Sworn Statement and the Secretary's Certificate/Special Power of Attorney may be downloaded from the link:
<https://www.sec.gov.ph/procurement/prescribed-templates/>.*

The following are the terms and conditions of this RFQ:

1. Sub-contracting is not allowed.
 2. Bidders who have been determined to have unsatisfactory performance in any government contract may be disqualified from award.
 3. Prices quoted shall be valid for a period of thirty (30) calendar days from the date of the opening of bids.
 4. Price quotations shall be in Philippine peso and shall include all applicable taxes and/or levies.
 5. Award of contract shall be made to the Single/Lowest Calculated and Responsive Quotation (for goods and infrastructure) or the Highest Rated and Responsive Quotation (for consulting services).
 6. In case two or more bidders are determined to have submitted the Lowest Calculated and Responsive Quotations or Highest Rated and Responsive Quotations, the rules on Tie-Breaking as provided under the existing rules shall be observed to arrive at the S/LCRQ or HRRQ.
 7. Any interlineations, erasures or overwriting shall be valid only if they are signed or initialed by you or any of your duly authorized representative/s.
 8. The goods or services item/s shall be delivered according to the accepted technical proposal specified in the Notice of Award.
 9. Brand of the offer, if required, should be indicated as part of the bid. Non-indication of the brand may be considered as ground for disqualification. Sample, if required, shall also be submitted as part of the quotation. Non-submission of sample may be considered as ground for disqualification.
 10. SEC shall have the right to inspect and/or to test the goods to confirm their conformity to the technical specifications.
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11. Payment shall be processed after delivery and upon the submission of the required supporting documents, in accordance with the existing accounting rules and regulations. Please note that the corresponding bank transfer fee, if any, shall be to the contractor's account.
12. Liquidated damages equivalent to one tenth of one percent (0.1%) of the value of the goods not delivered within the prescribed delivery period shall be imposed for day of delay. The SEC shall rescind the contract once the commutative amount of liquidated damages reaches ten percent (10%) of the amount of the contract, without prejudice to other courses of action and remedies open to it.
13. The SEC reserves the right to reject any and all quotations, declare a failure of bidding, or not award the contract without thereby incurring any liability to the affected bidder or bidders.



ARMANDO A. PAN, JR.
Chairman
/jar

PRICE QUOTATION FORM
Reference No. AMP No. 2024-032

Date: _____

The Chairman
BIDS AND AWARDS COMMITTEE

Supply Chain Division, 7th Floor
 The SEC Headquarters, 7907 Makati Ave.,
 Salcedo Village, Brgy., Bel-Air, Makati City.

Sir/Madam:

After having carefully read and accepted the terms and conditions in the Request for Quotation, hereunder is our price proposal for the lot identified below:

Lot No.	QTY	Technical Specifications/ Terms of Reference / Description	Unit Price	Total Price (inclusive of all taxes)
1	3	Radio Advertisement <i>See Annex B for Technical Specifications, which forms part of the quotation.</i>	Php _____	Php _____
TOTAL				P _____

AMOUNT IN WORDS:

The above-quoted price is inclusive of all costs and applicable taxes. **In case of discrepancy between the amount in figures and the amount in words, the latter shall prevail.**

Very truly yours,

Authorized Representative

Signature: _____
 Printed Name: _____
 Company Name: _____
 Contact Number: _____
 e-Mail Address: _____

TERMS OF REFERENCE

PLACEMENT OF RADIO ADVERTISEMENTS FOR INVESTOR EDUCATION AND OTHER INFORMATION CAMPAIGNS

BACKGROUND

The Securities and Exchange Commission (SEC) is a national government regulatory agency mandated to register and oversee corporations in the Philippines. At present, it supervises more than 600,000 active corporations. It also enables and regulates the capital market, a crucial component of the Philippine financial system and economy, toward good corporate governance, protection of investors, widest participation of ownership and democratization of wealth.

The SEC must progressively perform its critical role as the prudent registrar and supervisor of the corporate sector and the independent guardian of the capital market, with the growing number of corporations and other forms of associations it supervises and monitors and given the evolving nature of transactions where the corporate vehicle is being used to defraud the investing public as well as the ever dynamic character of the capital market.

In doing so, informing and educating the public through roadshows, advocacy campaigns, speaking engagements, infomercials, media rounds and social media become crucial. Because they are informed, stakeholders are expected to be empowered to pursue their entrepreneurial and investment plans, comply with good governance standards, and prevent fraud and abuses.

In line with the SEC CAN! (Communication, Advocacy and Network) Strategic Initiative, the Commission *En Banc* has supported the procurement of advertising services to help the SEC ensure the widest and effective dissemination of information to its stakeholders.

RATIONALE FOR RADIO ADS

Radio continues to be one of the most trusted sources of information in the Philippines, especially for a sizable chunk of the population that rely on news heard or picked up from their daily commute.

The Securities and Exchange Commission, in the pursuit of its mission to boost financial literacy and intensify investor education in the country, looks to tap as many avenues for information dissemination as possible to reach the wider public.

In this light, the Commission has retained the placement of radio advertisements as one of the key components of its information campaign for 2024. It has identified three AM radio

stations in the country based on audience share, namely **Super Radyo DZBB, DZRH, and Bombo Radyo**, as potential suppliers for this project.

Super Radyo DZBB is the flagship AM radio station of GMA Network, the leading broadcast TV network in the country. For the full year 2023, Super Radyo DZBB was the top AM radio station in Mega Manila, garnering an audience share of 29.9%, according to data from Nielsen Radio Audience Measurement (RAM).

DZRH is the flagship AM radio station of the Manila Broadcasting Company, which also operates FM radio stations 90.7 Love Radio, 101.1 Yes!, and 96.3 Easy Rock. In 2023, it followed DZBB as the second leading AM station with an audience share of 28.9%, according to Nielsen RAM.

Meanwhile, Bombo Radyo was chosen for the extent of its reach and performance in the regions. Its broadcast reaches 24 key cities and provinces nationwide, including Laoag, Tuguegarao, Legazpi, Iloilo, Bacolod, Cebu, Roxas, Davao, Butuan, and Cagayan de Oro.

PROFILE OF TOP RADIO STATIONS

Super Radyo DZBB



Super Radyo DZBB 594 kHz is the flagship AM radio station of RGMA, a subsidiary of GMA Network, Inc. The station is headquartered at the GMA Network Studio Annex, GMA Network Complex in Quezon City, with its transmitter found along Camia St., Brgy. Panghulo in Obando, Bulacan.

The station traces its first broadcast to March 1, 1950, hosted by Robert “Uncle Bob” Stewart from a small office space in Escolta, Manila using mostly second-hand equipment. It has since gone to produce successful programs that mirrored the events of the times, ranging from breaking news to analyses of major national events.

In 2023, DZBB was touted as the top AM radio station in Mega Manila with an audience share of 29.9%, according to data from Nielsen Radio Audience Measurement (RAM).

DZBB’s programs focus mostly on news and current affairs, leveraging on resources from GMA Integrated News unit. Prominent programs include *Balitang Balita sa Dobol B*, *One on One: Walang Personalan* with Connie Sison and Arnold Clavio; *Usap Tayo: Super Kwentuhan* with Mark Salazar and Susan Enriquez; and *Anong Say N’yo?* with Weng dela Pena, among others.

Since 2020, the radio station has started livestreaming its programs through its Facebook page, as well as through GMA News’ Youtube channel and website.

Contact:

Nelson Dy
Account Manager, GMA Network
ntdy@gmanetwork.com

2024 RATE CARD



	STATION/ FREQUENCY	AREA	RATES/30s	PRIMARY COVERAGE	SECONDARY COVERAGE
FM	DWLS 97.1	Mega Manila	P 73,000.00	Mega Manila	Parts of the ff: Tarlac, Pangasinan, Balangas, Quezon, Nueva Ecija, Bataan and Zambales
	DWRA 92.7	Baguio	11,500.00	Baguio City	Parts of the ff: Benguet, La Union and Ilocos Sur
	DWTL 93.5	Dagupan	13,000.00	Dagupan City	Whole of Pangasinan, parts of the ff: La Union, Tarlac and Zambales
	DWCW 96.3	Legazpi	7,400.00	Legazpi City	Parts of Albay, parts of Sorsogon
	DWQL 91.1	Lucena	8,350.00	Lucena City	Parts of Quezon
	DWQW 101.5	Naga	7,400.00	Naga City	Parts of the ff: Camarines Sur, Camarines Norte and Quezon
	DYHY 97.5	Palawan	6,250.00	Puerto Princesa City	Parts of Northern and Southern Palawan
	DWWQ 89.3	Tuguegarao	10,000.00	Tuguegarao City	Most of Cagayan, parts of Isabela, and Kalinga
	DYRT 99.5	Cebu	31,500.00	Metro Cebu	Parts of Bohol and Cebu
	DYEN 107.1	Bacolod	15,700.00	Bacolod City	Parts of Negros Oriental and Negros Occidental
	DYMK 93.5	Iloilo	15,700.00	Iloilo City & Guimaras	Iloilo Province, parts of the ff: Bacolod, Antique, Dumaguete, Roxas, Capiz, and Northern Palawan
	DYRU 92.9	Kalibo	6,250.00	Aklan	Whole of Aklan, parts of Capiz and Antique
	DXLX 100.7	CDO	10,500.00	Cagayan De Oro City	Most of Misamis Oriental and parts of the ff: Misamis Occidental, Bukidnon, Bohol and Camiguin
	DXRV 103.5	Davao	13,100.00	Davao City	Parts of the following: Davao del Sur, Davao del Norte and Davao Oriental
	DXCJ 102.3	Gensan	7,700.00	General Santos City	Parts of South Cotabato and Sarangani
AM	DZBB 594	Mega Manila	P 208,000.00	Mega Manila	Northern Luzon, Rest of Southern and Central Luzon
	DZBB 594	Nationwide	230,000.00		
	DYSP 909	Palawan	6,800.00	Puerto Princesa City	Most of Palawan Province, parts of the ff: Antique, Tawi-Tawi and Negros Oriental
	DYSS 999	Cebu	75,200.00	Metro Cebu	Cebu Province, parts of the ff: Leyte, Bohol, Negros Oriental and Siquijor
	DYSI 1323	Iloilo	17,000.00	Iloilo City	Most of Iloilo Province and Guimaras, parts of the ff: Negros Oriental and Northern Palawan
DXGM 1125	Davao	33,000.00	Davao City	Parts of the ff: Davao del Sur, Davao del Norte, Davao Oriental, Davao Occidental, Davao de Oro and Sarangani	

DZRH



DZRH is a radio station owned and operated by the Manila Broadcasting Company, and is the second oldest radio station in the Philippines, next only to government-owned DZRB.

The station operates from its studio at the MBC Building, Star City, Vicente Sotto St., CCP Complex, Roxas Boulevard, Pasay City, while its transmitter is located along I. Marcelo St., Brgy. Malanday, Valenzuela. It has nationwide coverage through its relay FM stations across the Philippines, such as Love Radio, 101.1 Yes FM, and 96.3 Easy Rock.

DZRH aims to deliver the latest news not only on national events, but also on those concerning provinces, towns, and barangays. Its radio programs include *Dos por Dos* with Anthony Taberna and Gerry Baja, *Trending n Viral Show* with Karen Ow-Yong, and *Damdaming Bayan* with Deo Macalma, with the latter providing in-debt analysis of the most consequential events in the country.

The station also offers a wide range of topics through its programs such as agriculture and countryside development through the *Balitang Promdi*; calamity relief drives and medical missions through *Operation Tulong*; and entrepreneurial and available government grants for businesses through *Negosyo at Iba Pa*.

Contact:

Jose Maria T. Parroco
jomai@manilabroadcasting.com

METRO MANILA

Mega Manila Area, Cavite, Tagaytay, Batangas, Laguna, Rizal, Bulacan, Pampanga, Zambales, Bataan, Quezon Province, Mindoro, Marinduque, Parts of Pangasinan, Tarlac, Parts of Nueva Ecija, Camarines Norte, Polilio Island

SATELLITE STATIONS

LUZON

BAGUIO	DWSP	612	Baguio, Benguet Province, La Union, Parts of Mt. Province, Parts of Nueva Vizcaya, Ifugao, Parts of Pangasinan
SANTIAGO	DWRH	648	Santiago City, Isabela, Nueva Vizcaya, Quirino Province, Ifugao, Mt. Province, Parts of Kailanga, Apayao, Parts of Cagayan, Aurora
DAGUPAN	DWDH	1440	Dagupan City, Pangasinan, La Union, Tarlac, Parts of Zambales, Parts of Nueva Ecija
LAOAG	DZMT	990	Laoag, Ilocos Norte, Abra, Ilocos Sur, Parts of Kalinga Apayao, Parts of Cagayan, Batanes
LUCENA	DWSR	1224	Lucena, Quezon Province, Marinduque, Mindoro Oriental, Batangas, Parts of Mindoro Occidental, Parts of Camarines
NAGA	DWMT	981	Naga City, Camarines Sur, Parts of Camarines Norte, Parts of Quezon Province, Parts of Albay
TUGUEGARAO	DZSR	576	Tuguegarao, Cagayan Province, Kalinga Apayao, Parts of Mt. Province, Parts of Isabela, Batanes
SORSOGON	DZZH	1287	Sorsogon City, Sorsogon, Parts of Albay, Parts of Northern Samar, Parts of Masbate
PALAWAN	DYPH	603	Puerto Princesa City, Palawan Province

VISAYAS

BACOLOD	DYBH	1080	Bacolod City, Negros Occidental Province, Guimaras Island, Parts of Iloilo, Parts of Negros Oriental
CEBU	DYXR	1395	Cebu City, Metro Cebu And Provinces, Bohol, Parts of Leyte, Siquijor, Parts of Negros Oriental, Part of Negros Occidental
ILOILO	DYDH	1485	Iloilo City, Province of Iloilo, Sub Province of Guimaras, Parts of Negros Occidental, Antique, Aklan, Capiz
TACLOBAN	DYTH	990	Tacloban City, Leyte, Southern Leyte, Eastern Samar, Samar, Parts of Surigao Del Norte, Parts of Northern Samar, Sub Province of Biliran

MINDANAO

DAVAO	DXRF	1260	Davao City, Davao Province, Davao Del Sur, Davao Oriental, Parts of North Cotabato
ZAMBOANGA	DXZH	855	Zamboanga City, Zamboanga Del Norte, Zamboanga Del Sur, Basilan, Sulu, Tawitawi
CAG. DE ORO	DXKH	972	Cagayan De Oro City, Camiguin Island, Bukidnon, Misamis Oriental, Parts of Lanao Del Norte / Sur, Parts of Misamis Occidental
GEN. SANTOS	DXGH	531	General Santos City, South Cotabato, Parts of Sultan Kudarat, Davao Del Sur, Sarangani Island
COTABATO	DXCH	567	Cotabato City, Maguindanao, North Cotabato, Parts of Lanao Del Sur, Sultan Kudarat, Pagadian, Parts of Zamboanga Del Sur

DZRH NATIONWIDE > P133,000 / 30's

Bombo Radyo



Bombo Radyo is a radio network owned by the Florete Group of Companies, operating several stations in the country under the Bombo Radyo and Star FM brands. Its programs primarily provide news, public service, drama, and music for its audiences.

Originally based in Iloilo with the first broadcast hailing from the Western Visayan city in 1966, Bombo Radyo has since expanded to 24 key cities and provinces nationwide. The network's coverage includes Laoag, Tuguegarao, Vigan, Cauayan, Baguio, La Union, Dagupan, Naga, Legazpi, Iloilo, Bacolod, Cebu, Roxas, Kalibo, Tacloban, Davao, Butuan, Cagayan de Oro, General Santos, and Koronadal.

The station is now headquartered in Brgy. San Isidro, Makati City.

Contact:

Roger Genciano

Office Manager, Bombo Radyo Philippines – Makati Office

09173066512

bombomakati_mgr@bomboradyo.info

STATION	30 SECONDS*	5 MINUTES*	30 MINUTES*
<u>NATIONWIDE</u>	<u>129,200</u>	<u>366,075</u>	<u>Σ</u>
<u>LUZON AREA</u>			
Bombo Radyo LAOAG	2,600	7,367	44,202
Bombo Radyo VIGAN	2,700	7,650	45,900
Bombo Radyo TUGUEGARAO	3,000	8,500	51,000
Bombo Radyo CAUAYAN	6,600	18,700	112,200
Bombo Radyo LA UNION	3,000	8,500	51,000
Bombo Radyo BAGUIO	4,800	13,600	81,600
Bombo Radyo DAGUPAN	4,800	13,600	81,600
Bombo Radyo NAGA	4,800	13,600	81,600
Bombo Radyo LEGAZPI	2,700	7,650	45,900
<u>VISAYAS AREA</u>			
Bombo Radyo TACLOBAN	3,600	10,200	61,200
Bombo Radyo CEBU	4,600	13,034	78,204
Bombo Radyo BACOLOD	7,400	20,967	125,802
Bombo Radyo ILOILO	8,700	24,650	147,900
Bombo Radyo ROXAS	2,700	7,650	45,600
Bombo Radyo KALIBO	2,500	7,084	42,504
<u>MINDANAO AREA</u>			
Bombo Radyo Cagayan De Oro	6,400	18,134	108,804
Bombo Radyo BUTUAN	2,600	7,367	44,202
Bombo Radyo DAVAO	6,500	18,417	110,502
Bombo Radyo GEN. SAN	3,200	9,067	54,402
Bombo Radyo KORONADAL	2,600	7,367	44,202
<u>STARFM- LUZON AREA</u>			
Star FM Manila	11,600	32,867	197,202
Star FM Baguio	3,700	10,484	62,904
Star FM Dagupan	3,700	10,484	62,904
<u>STARFM- VISAYAS AREA</u>			
Star FM CEBU	4,300	12,184	73,104
Star FM BACOLOD	3,200	9,067	54,202
Star FM ILOILO	3,200	9,067	54,202
Star FM ROXAS	2,400	6,800	40,800
<u>STARFM-MINDANAO AREA</u>			
Star FM Davao	3,400	9,634	57,804
Star FM COTABATO	2,600	7,367	44,202

Star FM ZAMBOANGA	3,000	8,500	51,000
Star FM DIPOLOG	2,300	6,517	39,102

**- Rate Per Spot*

SCOPE OF WORK

Radio stations shall work in close coordination with the Commission's information officers and under the supervision of the Commission Secretary, on any of the following:

A. Live Reads

The host of the show reads the advert in real-time. The average radio advert length will be between 30 to 60 seconds. The SEC shall provide the radio ad script.

B. Advertisement Spots

The service provider shall, on behalf of the SEC, place advertisement on national and regional radio stations. The advertisements may be in the form of 30-second radio ads, radio plugins, content partnerships, advertorials and block-time programs.

C. Radio Ad Production

The service provider shall, on behalf of the SEC, record and produce 30-second radio advertisements. The SEC shall provide the radio ad script.

EXPECTED DELIVERABLES

The following shall be satisfactorily accomplished and turned over within the timeframe to be agreed upon between the service provider and the SEC:

1. **Content Schedule** - The service provider shall provide schedule of ads placement, subject to the approval of the Commission; and
2. **Progress and Completion Reports** - The service provider shall regularly update the Commission about the progress of radio commercials and submit a comprehensive completion report at the end of the radio ads placement. The

report shall include assessment of the effectiveness of the ads and recommendations for adjustments in the strategy, if necessary.

- 3. Working files and Materials** - Recording of Radio Commercials in appropriate formats shall be stored in external hard drives or compact discs and/or shall be emailed to the Commission.

INDICATIVE BUDGET

The approved budget for the contract is Three Million Pesos (**P3,000,000.00**), inclusive of all applicable taxes, fees, and incidental expenses. Each radio stations will be provided a total budget of **One Million Pesos (P1,000,000.00)** for the placement of ads within one to two months. This covers the service provider's remuneration, actual project costs and other necessary fees.

Placement of Advertisements (Monthly Budget):	No. of Stations	Budget	
Radio Advertisements	3	1,000,000.00	3,000,000.00
TOTAL			3,000,000.00

PAYMENT TERMS

Payment should be made after the submission of accomplishment reports and proof of airing of the SEC radio commercials.

OWNERSHIP OF MATERIALS

Any studies, reports, radio commercials and other materials prepared by the service provider under the contract shall belong to and remain as property of the SEC. The Consultant may retain a copy of such materials for record purposes only.

CONFIDENTIALITY CLAUSE

The Service Provider warrants the full confidentiality of all information given by the SEC and/or gathered in relation to the fulfillment of the required services during the course of

the engagement. The Consultant shall not disclose such information and shall return all materials, data and other related documents to the SEC after the completion of the contract.

Furthermore, the Service Provider shall not be engaged by any person or entity whose business or interests are against the interests of the SEC, including corporations with pending cases before the Commission. This prohibition shall subsist for a period of one (1) year after the expiration of the contract.

For this purpose, the Service Provider shall enter into a Non-Disclosure Agreement with the Commission.

TERMINATION OF THE CONTRACT

Either the SEC may terminate the contract if either party commits a breach of any of the condition of the contract and fails to remedy the same within 30 days from receipt of a written demand from the concerned party for explanation and immediate rectification. In any case, a thirty (30)-day prior written notice must be given to the concerned party.

The failure of either party to perform its obligation under the engagement shall not subject the party to any liability, if such failure is caused or is occasioned by an event of *force majeure*, including but not limited to: an act of God such as fire, explosion, flood, drought and earthquake; war, hostility, invasion, act of foreign enemies, mobilization, requisition or embargo; rebellion, revolution, insurrection, or civil war; riot, commotion, strike or any other labor unrest; and an act or threat of terrorism.