

**TERMS OF REFERENCE**  
**CONSULTANCY SERVICES: LAYOUT, EDITING, AND PRINTING OF**  
**THE PSA 10<sup>th</sup> ANNIVERSARY BOOK (MAGAZINE)**

**I. Rationale**

In September 2023, the Philippine Statistics Authority (PSA) will celebrate its 10th anniversary. To showcase its recent major activities, as well as the highlights and pertinent events that happened in the past year, the Office of the National Statistician (ONS) – Core will hire the consultancy services of a highly qualified and experienced firm to undertake the layout and printing of the PSA 10<sup>th</sup> Year anniversary book (magazine).

**II. Scope of Work**

The consultant shall be involved in the production of the PSA 10th anniversary book.

**A. Layout and Graphics Development**

1. Develop a design and layout concept for the PSA 10th Year anniversary book, based on the inputs/directions of the PSA Anniversary Book (PSAAB) Editorial Committee.
2. Develop graphic design and layout for the cover and body of the PSA 10th Year anniversary book reflecting the agreed theme provided by the PSAAB Editorial Committee.
3. Undertake necessary corrections/revisions as required by the PSAAB Editorial Committee.

4. Provide the final Computer-to-Plate (CTP) draft of the PSA 10th Year anniversary book for the approval of the National Statistician and Civil Registrar General (NSCRG).

## B. Color Proofing/ Printing Specifications

1. Prepare print specifications based on PSA concept/design and other general specifications as follows:

Quantity	300 copies
Size	Folded 8.27" x 10.67" Spread 16.54" x 10.67" Portrait Orientation
No. of pages	100 pages
Stock	Inside: c2s 100-120gsm Cover: 240-250gsm
Others	Full color offset printing on all pages Cover: Full Color, Matte with Spot lamination on cover With wrap around band, 4inches in height, 150gsm, full color, glossy
Binding	Perfect binding with Smyth sewing

2. Perform color-proofing services, computer-to-plate (CTP) services, computer work services, and provide color-proofs of the PSA 10<sup>th</sup> Year anniversary book.

## C. Others

1. Produce premium quality, and in full color the PSA 10th Year anniversary book (magazine) based on all the agreed technical specifications and standards deemed acceptable by the PSA.
2. Turn over all raw materials (PSD files, In Design files, Word files) and its working versions to the PSA.

3. Turn over to PSA the final artworks in Adobe InDesign and PDF formats (optimized and high resolution) including Adobe Illustrator (where necessary) and JPG formats of all original illustrations and designs.
4. Provide the PSA with a copy of all other deliverables as specified in the Deliverable and Timelines, in USB format.

### III. Deliverable and Timeline

DELIVERABLES	TIMELINES	REQUIREMENTS
Submission of three (3) studies for the PSA 10th Year anniversary book (magazine) including the cover design forming part of the Technical Proposal)	3 working days from the issuance of Notice to Proceed	<ol style="list-style-type: none"> <li>1. Full Color</li> <li>2. Size: based on the Technical Specifications</li> </ol>
Submission of three (3) studies on the layout concept for the PSA 10th Year anniversary book	3 working days from the issuance of Notice to Proceed	<ol style="list-style-type: none"> <li>1. Full Color, with photos</li> <li>2. Layout of the Specific pages:               <ol style="list-style-type: none"> <li>a. Message of the NSCRG</li> <li>b. Executive Summary</li> <li>c. History of PSA</li> <li>d. PSA Officials</li> </ol> </li> </ol>
Submission for approval of the PSAAB of the digital copy of the first draft CTP of the PSA 10th Year anniversary book	5 working days after receipt of full and final content of the PSA 10th Year anniversary book	<ol style="list-style-type: none"> <li>1. CTP electronic file</li> <li>2. Packaged In-design File complete with fonts and links</li> </ol>

Submission of first proof of the PSA 10th Year anniversary book	2 working days after receipt of the final approved CTP from the PSA	Must conform with the suggested revisions and comments of the PSAAB
Submission of second and final proof of the PSA 10th Year anniversary book	2 working days after receipt first proof with suggested revisions and comments	Must conform with the suggested final revisions and comments of the PSAAB
Submission of final version, full color CTP file ready for print production	2 working days after receipt of the approved final draft CTP by PSA NSCRG	
Delivery of final printed 300 copies of PSA 10th Year anniversary book	7 working days after receipt of final and approved design and content from the PSA	Refer to specifications on Section II-C

#### **IV. Requirements and Qualifications**

The PSA, through the ONS-Core will select a firm with experience in required activities, i.e., developing, designing, copy writing/editing and printing of coffee table books and magazines for private corporations and government agencies.

The team must be highly skilled in conceptualizing abstract concepts for an anniversary book and translating these into an informative and appropriate knowledge-product that is informative and appealing to the public and intended readers.

The team must have a proven record in delivering well-crafted anniversary/coffee table books and magazines both for government and the private sector and should possess extensive experience in meeting the following minimum requirements:

1. Minimum of five (5) years' experience in producing original a well-executed graphic design and layout for corporate marketing collaterals, reports, magazines, and the like.
2. Minimum of five (5) years' experience working with a government agency on similar required activities (e.g., design and printing).

**V. Components of the Technical Proposal**

Interested bidders shall prepare the following as part of their Technical Proposal:

1. SEC or DTI Certificate of Registration
2. Valid Mayor's/Business Permit
3. Curriculum Vitae of the Consultancy Creative Team
  - a. Editor
  - b. Graphic Designer/Layout Artist
4. Valid PhilGEPS Certificate of Registration
5. Statement of ongoing and completed private and government contracts for similar projects over the past five (5) years. Similar projects for the purpose of this procurement refer to "Layout, Graphics Development, Editing and Printing Services for Anniversary Book and other similar documents/printed materials".
6. Latest Income Tax Return
7. Omnibus Sworn Statement
8. At least two (2) samples of past Anniversary Books/magazines or similar products developed and produced. The design team should also present their portfolio containing relevant materials used in previous anniversary books. The detailed requirements and specifications are provided below:

REQUIREMENTS	FORMAT	SPECIFICATION
At least two (2) samples of past Anniversary Books or similar products	Soft (PDF File) and Hard Copies	1. Hard copy 2. Full color

developed and produced		
List of previous and present projects/engagements with private and government institution which includes the date the contract was awarded	Soft (PDF File) and Hard Copies	1. Hard copy with the following info: list of company/ government agency, date of contract awarded, title of project/product.

## VI. Evaluation Criteria

The evaluation methodology will follow the Quality Based Evaluation Procedure provided under RA 9184. The highest rated bid shall also pass the minimum score of 70.

CRITERIA	Parameter	Rating	Maximum Points
Demonstrated number of years of experience in developing well-written, accurate and engaging copy of Anniversary Book (Editorial and Layout Services)	10 years or more	20	20
	5-9 years	15	
	Less than 5 years	10	
a. Conceptual design of the PSA 10th Year anniversary book			40
	Originality, creativity, and uniqueness of the cover concept	N/A	
	Originality, organization, and presentation appeal of layout for the body	N/A	10

of the Anniversary Book	N/A		
Dynamic and clear visual points of interest		10	
Concept Design must contain: - Message of the NSCRG (place holder text) - Executive Summary - History of PSA - Sample Photos			
Demonstrated experience in printing high-quality resolution of the materials including the text and images.	10 years or more	20	20
	5-9 years	10	
	Less than 5 years	5	
Number of years' experience in working with a government agency	10 years or more	10	10
	5-9 years	5	
	Less than 5 years	0	
Number of Anniversary Books or similar projects completed in the last five (5) years	5 projects or more	10	10
	3 – 4 projects	5	
	Less than 3 projects	0	

**VII. Approved Budget for the Contract (ABC) and Mode of Procurement**

The ABC for the project is PhP300,000.00 inclusive of all government taxes and charges.

The procurement of consultant shall be through Small Value Procurement under RA 9184 and its 2016 Revised IRR.

## **VIII. On Copyrights**

The collective work of this assignment is classified as “works made for hire” and is therefore the intellectual property of the PSA as it is a commissioned work undertaken by the consulting firm, including all digital files used in developing the report. The PSA will assert its right and will require the consulting firm to turn over all raw materials (PSD files, In Design files, Word files) and its working versions to PSA, the final artworks in Adobe InDesign and PDF formats (optimized and high resolution) including Adobe Illustrator and JPG formats of infographics, maps, etc., and provide the PSA a copy of all other deliverables as specified in the Deliverables and Timelines, in USB format. The PSA shall strictly invoke the country’s copyright laws.

## **IX. Duties and Responsibilities of the PSA**

1. Provide the consulting firm with directions on the theme and layout of the PSA 10<sup>th</sup> anniversary book.
2. Provide the photos that will be used as part of the contents.
3. Approve the cover design of the Anniversary Book
4. Review and approve the proposed recommendations, mock-ups, and final outputs of the consulting firm, including the revised layout for text/narrative as submitted by the graphics designer/editor.
5. Evaluate and approve proofs submitted by the printing firm/company and provide go signal for final printing.
6. Issue Certificate of Satisfactory Service within five (5) working days after complete delivery of the PSA 10th Year anniversary book.
7. Pay professional fees and for the services rendered by the consulting firm in accordance with the documentary requirements for the processing of payment.



8. Notify the printing firm of any damaged or defective copies of the PSA 10<sup>th</sup> Year anniversary book.

## X. Payment Scheme

1. To facilitate the processing of payments, the consultant will submit to PSA an invoice or billing statement for every request for payments after the fulfillment of the requirements.
2. The payments shall be made in accordance with the payment schedule:

Payment No.	Percentage of Payment	Requirements	Due Date
1.	40% of the ABC	Submission to the PSA of the first full draft Anniversary Book by the Editorial Team of the PSA	Within thirty (30) days after the receipt of Consultant's Invoice or Billing Statement
2.	60% of the ABC	Acceptance by the PSA of the fully delivered 300 copies of the PSA 10 <sup>th</sup> year anniversary book.	Within thirty (30) days after the receipt of Consultant's Invoice or Billing Statement

3. No payment shall be made except upon the certification of the PSA's authorized representative that the all works required have been duly inspected and accepted, that the same have been delivered in accordance with the Terms of this agreement and that all materials

(final output in PDF format, color separation materials/negatives, electronic files, photos, etc.) have been turned over to the PSA.

## **XI. Warranty**

1. The warranty of service from the Consultant is 60 working days from receipt of its Certificate of Satisfactory Service from the PSA.
2. The PSA will notify the Consultant of any printing-related damage or defects within the warranty period.
3. The Consultant shall replace any of the PSA 10<sup>th</sup> year anniversary books deemed by the PSA to be damaged or defective, at no additional cost to the PSA.
4. The Consultant must deliver all replacement copies of the PSA 10<sup>th</sup> anniversary book to the PSA within seven (7) days upon receipt of request for replacement from the PSA.

CONFORME:

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Provider or Company Name

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Signature over Printed Name and Designation

Date: \_\_\_\_\_