



Funding the Republic

Republic of the Philippines
KAGAWARAN NG PANANALAPI
KAWANIHAN NG INGATANG-YAMAN
(BUREAU OF THE TREASURY)
Intramuros, Manila



TERMS OF REFERENCE (TOR)

**PROCUREMENT OF SERVICES FOR THE DESKTOP PUBLISHING AND
DEVELOPMENT OF THE 2023 BTr DIGITAL ANNUAL REPORT**

A. BACKGROUND

To highlight its accomplishments for 2023, the Bureau of the Treasury (“the Procuring Entity”) is contracting a service provider for the concept, design and lay-out of the 2023 BTr Annual Report. The service provider will be tasked to conceptualize and produce the BTr 2023 Annual Report in static/PDF and flipbook format.

B. SCOPE OF WORK

	ACTIVITIES
CONCEPT	<ul style="list-style-type: none"> Assist in conceptualization of theme, development of layout and presentation of at least three (3) comprehensive studies/proposal for layout and concept design of the BTr static/PDF and flipbook Annual Report, including the photography and color separation, in coordination with the Procuring Entity for initial approval within the specified timeline
PRODUCTION STAGE	<ul style="list-style-type: none"> Draft and/or edit write-ups according to agreed timeline; Execute graphic concepts, artwork, typesetting and digital photo enhancements; Provide photoshoot services with soft proofs, including photo direction and pre-production with client and photographer; Recommend appropriate layout and sidebars for significant highlights of the Annual Report; Effect revisions or refinements made by the client until final approval; Consult with the representatives from the Management Information Systems Service (MISS) to ensure high quality production; Ensure that contents of the manuscript are incorporated in the layout; Provide the full-color digital proof of the contents of the static/PDF and static Annual Report to the Research Service director for approval and initial
FINAL ARTWORK TURNOVER	<ul style="list-style-type: none"> Turn over the following to the Operations Planning Division, Research Service: <ol style="list-style-type: none"> The high-resolution BTr Annual Report (static/PDF version)

ISO 9001:2015 Quality Management System
Certificate No. SCP000233Q



	<ol style="list-style-type: none"> 2. The flipbook version of the BTr Annual Report (HTML version) 3. All raw digital assets such as but not limited to photos, graphics, etc. used in the development of both the PDF and HTML versions of the 2023 Annual Report within the specified timeline <ul style="list-style-type: none"> • Ensure that the final artworks are compatible and ready for uploading to the procuring entity's website
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C. REQUIREMENTS AND SUPPLIER QUALIFICATIONS

- a. The company shall have the proven capability and track record in graphic design, advertising business, and other similar work experience for the last three (3) years;
- b. Should have previously worked on similar Annual Report projects with government, civil society, business sector, and other relevant fields;
- c. The company shall have the ability to provide inputs and advise on design and graphics;
- d. It must also have a Project Team composed of 5-7 members to perform the following functions:
 - **Creative Directors** – to provide the overall artistic concept for the publication, to oversee the entire production process, and to provide creative direction during photoshoot.
 - **Photographer** – to take newly-shot photos for BTr key officials.
 - **Hair and Make-up Artist/s** – to do the hair and make-up for the BTr key officials.
 - **Copywriters** – to assist in writing, editing and styling of the Annual Report.
 - **Graphic Artists** – to render the creative/art director's concept into a graphic format
 - **Photo Editor** – to enhance the quality of photos of the BTr key officials.
 - **A dedicated account executive** specifically assigned for the project.
- e. Should submit at least three (3) samples of annual reports previously produced along with their proposal/bid;
- f. Should be registered online with the Philippine Government Electronic Procurement System (PhilGEPS) as a legitimate service provider for government requirements

D. DETAILED SPECIFICATIONS

a. PDF Version

No. of Pages	:	40-50 pages including cover
Page Size	:	8.5" x 11" (Letter size)
Color	:	Full color (cover and inside)
Design	:	Cover design and page layout including artwork for tables, charts and graphs
Photography	:	Approximately 11 BTr key officials; Digital (at least 12 megapixel with computerized enhancement and ready for color separation)
Pre-Press	:	Typesetting, generation of appropriate graphics, photo enhancements
Format	:	Portable Document Format (PDF)

b. HTML Version

No. of Slides	:	40-50 pages including cover
Window Size	:	Shall be responsive to window or screen sizes

Compatibility	:	Shall be compatible/opened in any operating system and/or browser such as, but not limited to Microsoft Edge, Mozilla Firefox, Google Chrome and Safari
Color	:	Full color (cover and inside)
Design	:	Cover design and page layout including artwork for tables, charts and graphs
Photography	:	Approximately 11 BTr key officials; Digital (at least 12 megapixel with computerized enhancement and ready for color separation)
Pre-Press	:	Typesetting, generation of appropriate graphics, photo enhancements, creation of animated elements in the report in flipbook form
Format	:	HTML

E. APPROVED BUDGET FOR THE CONTRACT (ABC), TERMS OF PAYMENT AND PROJECT TIMELINE

The total fee for both services shall be **THREE HUNDRED AND FIFTY THOUSAND PESOS (P350,000.00)** inclusive of tax. This individual consultancy / contract of service will be output-based, and payments shall be made after the delivery and acceptance of the **final outputs** to the BTr as indicated in the timeline below:

ITEM / DELIVERABLES	SCHEDULE	REQUIREMENTS
Three (3) comprehensive studies for concept, layout and cover design	Ten (10) working days after the issuance of the Notice of Award to the winning bidder	All studies of the cover designs and layout in full color placed in a PowerPoint presentation with corresponding brief written description or interpretation of the theme/cover
Photoshoot for 11 BTr Key Officials with hair and make-up provided	One (1) working day to be scheduled based on the availability of the BTr key officials	Photoshoot services with soft proofs, including photo direction and pre-production
Digital copy of the draft Annual Report for approval of the BTr Management	Ten (10) working days upon submission of the write-ups and other materials from BTr	Digital copy of the draft AR in PDF and HTML formats
Digital Copies of the 2023 Annual Report All digital assets used in the creation of the PDF and HTML of the 2023 Annual Report	Ten (10) working days upon approval of the digital copy of the Annual Report by the BTr Management	Digital copy of the final and approved AR in PDF and HTML formats. All raw digital assets such as but not limited to photos, graphics, videos, etc. used in the development of both the PDF and HTML versions of the 2023 Annual Report

The BTr shall reserve the right not to accept the Annual Report if these do not conform to the approved layout, version and specifications.

F. OBLIGATIONS OF THE SERVICE PROVIDER

It is expressly understood and agreed upon that all personnel of the SERVICE PROVIDER assigned to the Bureau of the Treasury (BTr) shall in no case be considered as employees of the **BTr** and the SERVICE PROVIDER shall be solely responsible for, and hold the **BTr** free and harmless against, any claim for wages, death, personal injury, or damage arising from and in the course of the performance of their duties and responsibilities.

SERVICE PROVIDER acknowledges that materials, such as but not limited to photos, music and videos given or provided by the **BTr**, or access to which is given to the SERVICE PROVIDER shall be deemed property of the **BTr**. All materials and work products arising from or in connection with this Agreement shall belong to the **BTr**, which may not be used by the SERVICE PROVIDER for any purpose, other than in connection with this Agreement and for the **BTr**, without the prior written consent of the client.

The SERVICE PROVIDER warrants that all materials used and prepared by it are original works or duly licensed for use by the **SERVICE PROVIDER**. The **SERVICE PROVIDER** shall hold the **BTr** free and harmless and indemnify the **BTr** from any claim for damages arising from any claim of infringement of copyright or other intellectual property rights by the other parties.