

P.O. Box 3209,
Houghton, 2041
1 Maxwell Drive
Megawatt Park
Sunninghill



REQUEST FOR QUOTATIONS

**Newspaper advertorials: New HDA Head Office and Gauteng
Provincial Office (Megawatt Park Sunninghill)**

RFQ/JHB/2023/023

QUOTATIONS TO BE SUBMITTED BY

NOT LATER THAN 11H00 ON THURSDAY, 15 JUNE 2023

Terms of Reference

Placement of advertorials: The HDA Head Office and the HDA Gauteng Provincial Office (Gauteng Provincial Office) are moving to a new office block.

1. INTRODUCTION

- 1.1. The Housing Development Agency (HDA) is a National Public sector development agency that *inter alia* has the mandate to identify, acquire, prepare and develop suitable land for human settlements. The agency also undertakes the programme and project management for development of housing and human settlements. The HDA carries out its functions in partnership with a range of stakeholders including national, provincial and local government and municipalities, as well as with communities, developers and financiers.
- 1.2. Established in 2009, the Agency was established by an Act of Parliament in 2008 and is accountable through its Board to the Minister of Human Settlements. Additionally, HDA provides project delivery support services to organs of state at local, provincial and national level. The project management of informal settlements upgrading, mining towns upgrading, social, student and emergency accommodation services are some of the focus areas of the organisation. For more information about the HDA, please visit our website: www.thehda.co.za.

2. OVERVIEW

- 2.1. The HDA Head Offices secured new office block require the services of suitably qualified service provider to assist with the placing of advertorials in the selected newspapers to inform the stakeholders of the new office address.
- 2.2. The new building is located at the following address: **4 Kikuyu Rd, Sunninghill, Sandton, 2157.**
- 2.3. The HDA hereby invites your company to submit quotations for the publication as follows:
- 2.4. **Targeted publication and dates:**
 - a) Sunday Times : Sunday, 18 June 2023
 - b) City Press : Sunday, 18 June 2023
 - c) Sowetan : Friday, 23 June 2023

3. SPECIFICATIONS

3.1. For Sunday Times:

- Colour : Full colour
Dimensions : 110mm (width) x 147mm (height), portrait

Placement : Advert to be placed in the main body section (first four pages)
Estimated content : 70% graphics, 30% text.

3.2. For City Press:

Colour : Full colour
Dimensions : 110mm (width) x 147mm (height), portrait
Placement : Advert to be placed in the main body section (first four pages)
Estimated content : 70% graphics, 30% text.

3.3. For Sowetan

Colour : Full colour
Dimensions : 110mm (width) x 147mm (height), portrait
Placement : Advert to be placed in the main body section (first four pages)
Estimated content : 70% graphics, 30% text.

3.4. Design for digital distribution (emails, social media)

Colour : Full colour
Dimensions : Landscape and portrait
Estimated content : 70% graphics, 30% text.

4. SCOPE OF WORK (TASKS)

- 4.1.** Copy writing: The service provider must rewrite content provided by HDA. Service provider must ensure that the final copy will contain approximately 400-500 words
- 4.2.** Editing: Service provider must ensure that the content is free of grammatical errors
- 4.3.** Graphic design: Service provider must ensure that the design is high quality and layout of logo, pictures, graphics and text is appropriate. Design must be high resolution for printing on large billboards and newspaper.
- 4.4.** Placement (in the main body section first four opening leaves. Not in tender/jobs/lifestyle etc sections).
- 4.5.** All quotations must be accompanied by draft concept design.
- 4.6.** Supply the HDA with open files and pdf.

5. IMPORTANT

- 5.1.** Proof of “good standing account” with the relevant newspapers before is compulsory. Companies will not be appointed if this is not presented with quotation.
- 5.2.** Kindly forward quotation with a certified BEE certificate or affidavit together with the attached SBD forms.
- 5.3.** The deadline for quotation submission is Thursday, 15 May 2023 at 12h00.
- 5.4.** CI manual will be provided by the HAD upon request.

6. EVALUATION

Proposals will be evaluated in terms of pricing.

7. PAYMENT STRUCTURE

The HDA will only be billed for the amount recorded in the quotation. Payment will be within thirty (30) days upon receipt of invoice and reports.

8. BELOW ARE COMPULSORY REQUIREMENTS FOR THIS SERVICE

- 8.1.** It is important to note that the successful person will work under the supervision of a HDA representative, abide by HDA's Code of Conduct, and other organisational guidelines.
- 8.2.** Further information regarding technical matters can be sent an email to: Communication@thehda.co.za or at tel: 011 544 1000, and
- 8.3.** Further information regarding supply chain matter and queries can be send via email to: Njabulo.Hlongwane@thehda.co.za or at tel: 011 544 1000.

9. SUBMISSION OF QUOTATIONS

- 9.1.** Quotations should be submitted to: Procurement@thehda.co.za and cc Njabulo.Hlongwane@thehda.co.za .
- 9.2.** The selection of the qualifying proposal will be at the HDA's sole discretion. The HDA does not bind itself to accept any particular bid/proposal, and the HDA reserves the right not to appoint the service provider.