

Republic of the Philippines  
**OVERSEAS WORKERS WELFARE ADMINISTRATION**  
 OWWA Center Bldg., F.B. Harrison St., Cor. 7th St., Pasay City  
 Tel# 833-0113 Telefax# 833-1010

P.R. No. 2025-02-0007

DATE: 7-Feb-25

**REQUEST FOR QUOTATION / PROPOSAL**

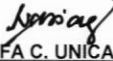
COMPANY NAME:

ADDRESS OF COMPANY:

To whom it may concern:

Please quote your lowest price/s (taxes included) on the lot or item/s below, subject to the General Conditions indicated herein, stating the shortest time of delivery and submit your quotation using your company letterhead or this form duly signed by your official representative to Overseas Workers Welfare Administration, Third Floor OWWA Center Building, 7th Street corner, FB Harrison, Pasay City not later than **13 February 2025 @ 10:00 a.m.**

  
**MARIAN GABRIELLE F. PIZARRA**  
 Supply Officer

  
**NIMFA C. UNICA**  
 OIC, PPMD

PROJECT TITLE/NAME: Proposal for One (1) Lot - Broadsheet Placement Advertisements for the Various Socio-Cultural Events and Significant Milestones of OWWA					DEALER'S/SUPPLIER'S OFFER	
ITEM NO.	SPECIFICATIONS	QTY	UNIT	APPROVED BUDGET FOR CONTRACT (ABC)	UNIT COST (Vat inclusive)	TOTAL COST (Vat inclusive)
1.	Broadsheet Placement Advertisements for the Various Socio-Cultural Events and Significant Milestones of OWWA	1	lot	P 1,000,000.00		
	<i>Technical Specifications:</i>					
	<b>BROADSHEET PLACEMENT 1</b>					
	- One full page					
	- Full Color					
	- Date/s of Issue - Weekday Issue					
	- Area/Size (Base & Height) - 9 cols x 53 cms.					
	<b>BROADSHEET PLACEMENT 2</b>					
	- One full page					
	- Full Color					
	- Date/s of Issue - Weekday Issue					
	- Area/Size (Base & Height) - 9 cols x 53 cms.					
	<b>BROADSHEET PLACEMENT 3</b>					
	- One full page					
	- Full Color					
	- Date/s of Issue - Weekday Issue					
	- Area/Size (Base & Height) - 9 cols x 53 cms.					
	<i>(Please see attached Terms of Reference)</i>					
	<b>Additional Documentary Requirements must be submitted upon submission of offer:</b>					
	1. PhilGEPS Certificate or PhilGEPS Registration Number					
	2. Valid Mayor's / Business Permit					
	3. Income/Business Tax Return (latest)					
	Please take note that the Omnibus Sworn Statement shall be submitted within 5 days upon acceptance of Notice of Award.					
	Note: Bidders may also submit their bid proposal and supporting documents through email address: <a href="mailto:procurement@owwa.gov.ph">procurement@owwa.gov.ph</a>					



**TERMS OF REFERENCE**  
**for Various Traditional Media Placement**  
**January 2025**

<b>ITEM</b>	<b>BROADSHEET PLACEMENT ADVERTISEMENTS FOR THE VARIOUS SOCIO-CULTURAL EVENTS AND SIGNIFICANT MILESTONES OF OWWA</b>
<b>START DATE</b>	APRIL TO JULY, 2025
<b>BACKGROUND</b>	<p>The Overseas Workers Welfare Administration (OWWA) is committed to promoting its programs, services, and achievements to its stakeholders, including Overseas Filipino Workers (OFWs) and their families. To this end, OWWA undertakes various socio-cultural events and celebrates significant milestones that highlight its unwavering dedication to OFW welfare and empowerment.</p> <p>To ensure widespread public awareness and foster engagement, the strategic placement of advertisements in broadsheets is essential. Broadsheets, being a credible and far-reaching medium, provide OWWA with the platform to communicate its initiatives effectively and to enhance its visibility among key audiences. These advertisements will serve as a vital tool in showcasing OWWA's efforts to uphold the rights, welfare, and success stories of OFWs globally, as well as to promote upcoming events and organizational milestones.</p>
<b>OBJECTIVES</b>	<p>Through this initiative, OWWA aims to achieve the following objectives:</p> <ol style="list-style-type: none"> <li>1. To enhance public recognition of OWWA's programs, services, and accomplishments.</li> <li>2. To encourage stakeholder participation in socio-cultural events.</li> <li>3. To reinforce OWWA's brand as a dependable partner in safeguarding OFW welfare.</li> <li>4. To celebrate and document significant organizational achievements and milestones.</li> </ol> <p>The placement of advertisements will be aligned with OWWA's communication strategies, ensuring timely, relevant, and impactful dissemination of information through established and widely circulated broadsheets.</p>
<b>PROJECT DESCRIPTION</b>	<p>The project involves the placement of advertisements in reputable broadsheets to promote OWWA's socio-cultural events, significant milestones, and key initiatives. These advertisements aim to enhance public awareness, encourage stakeholder engagement, and strengthen OWWA's visibility as a reliable partner in safeguarding the welfare of Overseas Filipino Workers (OFWs) and their families. By leveraging the wide reach and credibility of broadsheets, OWWA seeks to effectively communicate its programs, services, and achievements to its target audiences nationwide.</p>
<b>QUALIFICATIONS</b>	<ol style="list-style-type: none"> <li>1. The company/supplier must have a high readership and circulation with a proven track record of running print ads across the country;</li> <li>2. The company/supplier must be at least five (5) years in business and has the necessary manpower/personnel and staff to support its operations effectively and efficiently;</li> <li>3. The company/supplier must be able to run the media placement/ads on time within budget.</li> </ol> <p>The company/supplier through the supervision of the head of ASMD will be responsible for the printing/production of the Ad materials as stated above.</p>

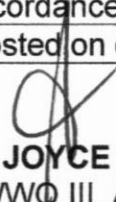


An evaluation of performance for the printing contractor shall be output-based in reference for the next incoming projects; and

The company/supplier shall perform the services herein with the highest standards of professional and ethical competence and integrity.

PROJECT DURATION, BUDGET, AND DELIVERABLE	Media Ad Placement	Target Date	Quantity	Requirement	Proposed Budget
	Broadsheet Placement 1	April, 2025	1	1 Full Page, Weekday Issue, (Full Color)	Php333,000.00
	Broadsheet Placement 2	May, 2025	1	1 Full Page, Weekday Issue, (Full Color)	Php333,000.00
	Broadsheet Placement 3	July, 2025	1	1 Full Page, Weekday Issue, (Full Color)	Php334,000.00
	<b>Total</b>				<b>Php1,000,000.00</b>


The Approved Budget of Contract (ABC) for the project is ONE MILLION PESOS (Php1,000,000.00), inclusive of all government taxes, duties, and levies; and other fees and charges.

The deliverable is a traditional media/ad placement in a newspaper. The layout for the broadsheet placement shall be provided by the Advocacy and Social Marketing Division (ASMD) at least two (2) weeks before the intended date of placement.

<b>GRAND TOTAL</b>	<b>Php1,000,000.00</b>
<b>FUND SOURCE</b>	Approved 2025 ASMD FUND
<b>TERMS OF PAYMENT</b>	OWWA, through the Advocacy and Social Marketing Division (ASMD), shall process the payment upon the successful delivery and publication of each broadsheet advertisement in accordance with the specified timetable
<b>DELIVERY PERIOD</b>	The Advertisement should be posted on or before the target date of posting.
<b>PREPARED BY</b>	 <b>ALENNIE JOYCE M. ALAGAR</b> OWWO III, ASMD
<b>REQUESTED BY</b>	 <b>MICHAEL JEROME G. MABANAG</b> OIC, ASMD
<b>CERTIFIED FUND AVAILABLE</b>	 <b>MARIA GIEZL T. LANUZA</b> Officer-in-Charge, Accounting Division

Amount: ₱ 1,000,000.00  
April - July 2025

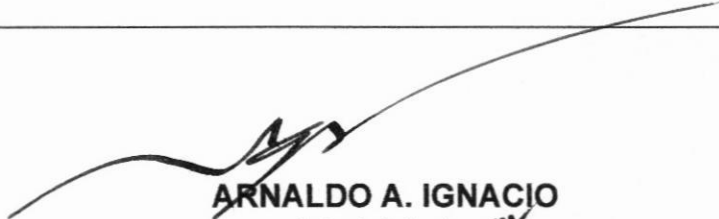
**RECOMMENDING  
APPROVAL**



**EMMA V. SINCLAIR**

Deputy Administrator for Administration and Fund Management

**APPROVED**



**ARNALDO A. IGNACIO**

Administrator

08N:2025-01-159