



## 2009/10 Annual Report Production

### Call for Proposals

#### 1. Introduction

The Media Development and Diversity Agency (MDDA) is a statutory development agency for promoting and ensuring media development and diversity, set up as a partnership between the South African Government and major print and broadcasting companies to assist in developing community and small commercial media in South Africa, in terms of the MDDA Act No 14 of 2002.

The MDDA calls for proposals for the appointment of an experienced and suitably qualified BBBEE compliant service provider to design, produce and print our Annual Report 2009/10 and request quotations from organisations listed on our database of suppliers.

#### 2. Description

The MDDA is inviting quotations for the designing, production, printing and packaging of approximately 3 000 copies of about 170 page full colour Annual Report (A4). The quotations should include but not limited to:

- o Design and layout- including editing and proofreading,
- o Photos - to use MDDA photos,
- o Production,
- o Printing and
- o Packaging and delivery

Proposals on other creative options saving costs (in terms of specifications) will be accepted, including a quotation on the specifications outlined below.

The MDDA has to table its Annual Report in Parliament by the end of August 2010 and the financial audit is due to be completed at the latest by the 12 July 2010. The Annual Report will be approved by the Audit and Risk Management Committee on the 23 July 2010 and the Board on the 30 July 2010.

#### 3. Terms of Reference

The detail specifications are as follows:

- o **Size** (A4 fold)
- o **Cover** (Printed full colour. Cover must include die-cut, foiling and embossing and matt lamination)
- o **Pages** (170 numbered pages - estimate)

- Paper (Cover, Novatech Gloss 300 gsm; Text, Novatech 128/135 gsm; Insert, Cromatica Indigo 100 gsm printed one colour one side to indicate the different sections in the Annual Report)
- Binding (Perfect binding)
- Quantity and packaging (3 000 copies)
- Proofs (Three full colour and four one colour copies for internal proofreading)
- Editing and Proofreading (qualified and experienced proofreader)
- Design and layout (The design costs should include all typing and typesetting)

This would include:

- a. Editing and proofreading of the document
  - b. Lay out and design
  - c. Sourcing and commissioning of photographs (if necessary) as MDDA photos are available and/or illustrations
  - d. Repo and Printing
4. Required expertise and skills

Quotations should be accompanied by examples of the proposed designs (covers). Previously designed and printed Annual Reports can be produced with a proof that these examples have indeed been produced by the service provider submitting the quote.

5. Timeframes

In light of this, could you please include in your proposal proposed dates for submission of documents by the MDDA and deadlines for finalisation of drafts by yourselves.

6. Costs

Bidders are to specify a detailed budget for undertaking the required work.

7. The submissions should include:

- Company profile
- HDI and BEE status (details and proof)
- Tax clearance certificate
- Methodology
- Costs
- Work plan
- Three contactable references

8. Expectations

Production of the Annual Report 2009/10. Kindly submit your proposal to conduct the above and a reasonable quotation, by email to:

Ms Lihle Mndebela	:	lihle@mdda.org.za
Tel	:	011 643 1100
Due date	:	04 June 2010
Time	:	12h00