



GOVERNMENT OF SINDH
SINDH REVENUE BOARD

Shaheen Complex, 9th Floor, M.R Kiayani Road, Karachi.

www.srb.gos.pk



EXPRESSION OF INTEREST

TRACKING OF ADVERTISEMENTS

- Sindh Revenue Board (SRB) seeks the services of a Media Monitoring/ Tracking, Agency, Firm or Company in order to keep track of advertisements broadcasted/ transmitted/published or advertised through T.V (including cable T.V), Radio, Newspapers, Magazines, Billboards and Internet, attracting the provisions of the Sindh Sales Tax on Services Act, 2011.
- Interested companies, firms, agencies having sufficient experiences as mentioned below may apply:
 - a) Ability to monitor and provide reports on advertisement transmitted on TV, broadcasted on Radio, published in Newspapers and Magazines and placed on Billboards and through web advertisements.
 - b) Generate reports indicating time, duration and the channels, stations on which the advertisement appeared, broadcasted or published or placed on the web, including the following:
 - i. Online standard reports.
 - ii. Deviation report
 - iii. Proof of transmission
 - iv. Data time slice
 - v. Data quality
 - vi. Share of voice estimates
 - vii. Non-aired brand
- Interested firms having sufficient experience in the field may offer their bids by 16:00 hrs, dated 30/03/2012. The bids may be submitted up to 15:00 hrs on 30/03/2012. The offer shall be opened at 16:00 hrs on the same day in the presence of representative of the bidding firms.
- All information submitted should be supported by relevant documents, letters and certificates etc. Please note that any information provided without relevant documents may render the bid unacceptable.
- A pre bid conference shall be held in the conference room of Sindh Revenue Board at 14:00 hrs 20-03-2012.
- Interested parties may obtain Request for Proposal (RFP) from Secretary, Sindh Revenue Board, at cost of Rs. 1000.00 (non-refundable) payable through Pay Order in favor of Sindh Revenue Board.
- The bids should be submitted along with a bid amount of 2% of the bid amount.
- Every bidder is required to sign an integrity pledge with Sindh Revenue Board undertaking that he shall not be involved in any corruption or corrupt practices.

(SECRETARY)

SINDH REVENUE BOARD



SRB

Generating Revenue for People

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