



**Date: 03 June 2016**

**Ref: 2016/ROU/ODA/03/RFP**

**Subject: REQUEST FOR PROPOSAL: Media campaign services in the Republic of Moldova and Romania about the projects funded by the Romanian government in the Republic of Moldova”.**

Please find below a list of questions and answers related to this tender.

No.	Question	Answer
1	Time table. Media campaign should last for 6 months maximum till 15.12. That means that on 15.07 we should start it. On your “List and Description of Expected Deliverables” producing the spot is planned till 22.08. Is it possible to start media campaign starting September for example (starting September, television audience is also increasing and we will have more audience reached) and to air it till February 2017?	According to the terms of reference (TOR), the media campaign lasts 6 months in total, divided as follows: 2 months for production of the materials and 4 months for the dissemination of the materials. In this context, please note that the last month for disseminating the media campaign is December 2016. At this moment, the extension until February 2017 it is not possible.
2	Payment terms: taking into consideration that part of the budget will be in producing the spots, please tell me we can split part of production budget in order to have an advance payment (there are accommodation and traveling cost that must be paid in advance).	The payment terms cannot be changed. Upon receipt and acceptance of deliverables, UNDP will provide two payment tranches as mentioned in the TOR.
3	Taking into account that this is not a commercial project, but it is a Ministry of Foreign Affairs of Romania’s one, i think the public television and radio should be the best option. They should be airing our spots without media budget. The problem with them is that they need a lot of time to approve this, they usually want to see the spots before, etc. Would be possible to have a letter of intention from MFA part? Is it possible to budget only the production of spots and meanwhile to try to get the approval for free media space?	At this moment, it is not possible to have a letter confirming that the communications campaign is done in partnership with the Ministry of Foreign Affairs of Romania. Moreover, even though such a letter would be available, it would not guarantee the airing of the videos for free. Therefore, our recommendation is to budget the dissemination of the spots accordingly.
4	Please would you like to clarify if our proposal submitted from Chisinau should be sent not later than June 9, or received by UNDP Romania not later than June 9? This is important because submitting by regular mail it will reach you in 3-5 days.	The envelopes should reach UNDP address on or before the deadline, as it is mentioned already in the first page of the Request for Proposal: ” In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches

		the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. ”
5	Please let us know if we can submit it by DHL or private courier service.	Yes, you can submit the offer as you wish.

Please take the above clarifications into consideration while preparing your bid.  
All other terms and conditions remain the same.