



**BB No. 2023-001**

**BID BULLETIN**

16 March 2023

**MEDIA MONITORING SERVICES FOR FY 2023 (2<sup>nd</sup> POSTING)**

This Bid Bulletin No. 2023-001 is issued to amend Section VII – Technical Specifications of the Bidding Documents. Accordingly, this shall form an integral part of the said documents.

FROM		TO	
<b>Reports:</b>		<b>Reports:</b>	
2. Comprehensive analysis of news coverage and media mileage monthly.	09:00 AM of the first day of the succeeding month.	2. Comprehensive analysis of news coverage and media mileage monthly.	<b>Within 10 working days of the succeeding month</b>
<b>Insights:</b>		<b>Insights:</b>	
b. Tracking report of trending/top stories and their respective duration;	Submit report at 6:00 PM, at the end of every week.	b. Tracking report of trending/top stories and their respective duration;	<b>Submit report at 06:00 PM, at the end of every week covering the stories from Friday to Thursday of the previous week.</b>
e. Recommendations on advertising trends or practices in other government agencies;	Provide recommendation on advertising trend; Include in the monthly monitoring report at 9:00 AM of the first day of the succeeding month.	e. Recommendations on advertising trends or practices in other government agencies;	<b>Provide recommendations on advertising trends of up to 10 other government agencies; Include in the monthly monitoring report to be submitted within 10 working days of the succeeding month.</b>



Republic of the Philippines  
**DEPARTMENT OF SCIENCE AND TECHNOLOGY**  
**SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE**



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For the information and guidance of all concerned.

**ALAN C. TAULE**  
BAC Chairperson