

TERMS OF REFERENCE

Conceptualization and Full Production of Quezon City Council History and Legacy Coffee Table Book Volume 2

I. RATIONALE

The book will document the accomplishments of Councilors from 2006 to the present. The book is needed to document landmark legislations, major events, and the Council's valuable contribution to the growth and dynamism of Quezon City.

II. PROJECT DESCRIPTION

The 2nd volume of the coffee table book will chronicle the continuation of the legacy of the Quezon City Council from 2006 to the present, conveyed through articles and photographs of significant events and personalities.

The book will be divided into chapters based on the administration under which city councils were formed under the leadership of the Vice-Mayors of Quezon City since 2006.

The Councilors will be the main subject of this coffee table book, hence, more focus will be appropriated to their backgrounds, landmark ordinances and contributions to the growth of the city.

III. SCOPE OF WORK

The project entails the following major services:

A. PRINTING:

Copies: 1,000

Total number of pages including covers: 350 to 400 pages

Size: 10" x 10"

Inside Paper: C2S 120 white glossy

Cover: Hard cover board 20, with jacket and UV lamination

Color: Full color

Binding: Smyth sewn

B. EDITORIAL SERVICES:

1. Conceptualization of content theme and page plan
2. Research of book content and interviews
3. Writing, captioning and proofreading;
4. Professional photography, with artistic direction and execution
5. Design and layout must be the same style with the previous copyrighted volume.
6. Management and supervision from concept to production of proofs to final printing and delivery

IV. PROJECT STANDARDS AND REQUIREMENTS

1. The Supplier must have at least 5 years of experience in editorial services and has produced a Coffee table Book from concept to print and of the same specifications and quality.
2. The Supplier must demonstrate that it was able to produce Printed Projects featuring profiles of VIP (very important personalities). It could be a head of a Company or LGU, and it should be a book on Profiles of Awarded People; or a book showing profiles of different Personalities in a specific industry. This is to show that the Supplier can supervise and handle well personality-based publication projects.
3. The Supplier must demonstrate that it has a strong connection to the Media by showing that it has caused the publication of at least 10 (ten) articles in newspapers/ magazines/ online publications of events. This is to show that the Supplier understands how to also promote the City and to promote the publication once it is distributed and launched.
4. The Supplier must show that it has handled an events-based project. Since the Coffee table Book will also be launched, the Supplier must show proof that it has implemented launch events, for the benefit of the city.
5. The supplier should have an Editorial Team composing of at least 1 editor-in-chief, 5 writers, 3 photographers, 2 artists, and 1 editorial assistant.

Minimum Requirements:

- a. Editor-in-Chief (1) at least an Editor of a Major National Newspaper and an Award-winning writer from a credible organization (name should appear in a newspaper and should present a certificate of the award).
- b. Writers (5) – Published writers in a newspaper/magazine or has attended a national writing workshop (present a clipping of his/her work published in a newspaper or magazine or present a Certificate of Attendance from a writers workshop).
- c. Photographers (3) – The Official Photographer with at least five (5) years of experience taking photos of Personalities, Destinations, and Events. The supplier must show proof of the dates of the photos. Minimum specifications of the main camera equipment: Camera should have at least 24.2MP full-frame mirrorless interchangeable-lens camera with high-speed shooting and 4K HDR; wide-angle lens; gimbal; monopod and LED light system.
- d. Artists (2) – Their names should be part of the layout of a book or magazine (present a staff box of a publication where their name is included).
- e. Editorial Assistant (1) - Must be employed by a creative design agency (present a Certificate of Employment from his/her employer).

V. PROJECT DURATION

The HISTORY and LEGACY of the QUEZON CITY COUNCIL Volume 2 shall be valid upon issuance of Notice to Proceed until December 31, 2023.

VI. APPROVED BUDGET FOR THE CONTRACT

The sum of Six Million Pesos Only (Php6,000,000.00) is the Approved Budget for the Contract for the above-mentioned project.

Source of Fund: Quezon City General Fund

VII. BASIS OF PAYMENT

No.	Deliverables	Percentage	Timeline
1	Submission of book concepts and cover designs	15%	Within 10 days upon the receipt of the Notice of Award
2	Research, interviews, photo shoot, writing and lay-outing.	20%	120 days
3	Submission of draft manuscript, sample layouts of inside pages and cover design for coffee table book	20%	30 days
4	Submission of final complete material with completed manuscript, edited and laid-out content and final cover designs	20%	30 days
5	Full delivery of printed materials	25%	30 days
	TOTAL	100%	220 days

VIII. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.

IX. CANCELLATION OR TERMINATION OF CONTRACT

Should there be any dispute, controversy or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction.

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.

Prepared by:



ALFREDO M. FORONDA
Executive Assistant VI

Noted by:



HON. GIAN G. SOTTO
City Vice Mayor

COST DERIVATION

Printing = P3,450,000
Copies: 1,000
Total number of pages including covers: 350 to 400 pages
Size: 10" x 10"
Inside Paper: C2S 120 white glossy
Cover: Hard cover board 20, with jacket and UV lamination
Color: Full color
Binding: Smyth sewn

Editorial services

Concept P300,000
Interviewing and writing P300,000
Editing P250,000
Research P150,000
Proofreading P100,000
= P1,100,000

Art direction P300,000
Graphic design and layout P600,000
= P 900,000

Professional photography = P 400,000
Logistics (delivery, transportation,
auxillary expenses) = P 150,000

TOTAL = P 6,000,000

Prepared by:


ROCHELLE T. BASAYSAY
Executive Assistant V

Noted by:


ALFREDO M. FORONDA
Executive Assistant VI