

# TERMS OF REFERENCE

## **Conceptualization and Full Production of Coffee Table Book and Printing of Book, Booklets, and IEC Materials for GAD COUNCIL**

### **I. RATIONALE**

The Coffee Table Book, Book, Booklets, and IEC Materials are produced to communicate the GAD related projects of the Quezon City Government. These materials do not only promote but also aim to empower the QCitizens, making the city an inclusive and gender-sensitive city.

### **II. PROJECT DESCRIPTION**

The project will include a Coffee Table Book to commemorate the 20 years of Gender and Development (GAD) programs of Quezon City Government; plus a newsletter called GAD FOCUS, and booklets including a Directory, and Reprinting of Magna Carta and GAD Code.

### **III. SCOPE OF WORK**

The project entails the following major services:

#### **A. PRINTING:**

- 1 - **GAD FOCAL PERSON DIRECTORY**  
400 copies  
Size: 6 inches x 8 inches  
Cover Paper: C2S 120 GSM (laminated)  
Color: Full Color  
Inside Paper: Book Paper  
Inside Paper Color: Full Color  
Pages: 108 pages including cover  
Binding: Perfect Binding
- 2 - **FLIERS FOR USER'S MANUAL ON GENDER-BASED VIOLENCE DATABANKING SYSTEM**  
5,000 copies  
Size: 8.5 inches x 12 inches  
Folding: Trifold  
Color: Full Color  
Paper: Glossy C2S 120 GSM  
Page: 1 page back-to-back print
- 3 - **GAD BOOK (20 years of Gender and Development [GAD] in Quezon City) COFFEE TABLE**  
1,000 copies  
Size: 8.5 inches x 8.5 inches  
Paper Inside: Book Paper

Inside Printing: Full Color  
Cover: C2S 140 GSM, Full Color with matte lamination  
Pages: 108 pages including cover  
Binding: Perfect Binding

4 - **REVISED QC GAD CODE (Reprinting)**

500 copies  
Size: 6 inches x 8 inches  
Paper: Book Paper (80 GSM)  
Inside Pages: Black & White printing  
Cover: Full Color, Laminated/ 120 GSM  
Pages: 108 pages including cover  
Binding: Perfect binding

f - **LOCALIZATION OF MAGNA CARTA (BOOK) with APPENDICES (Reprinting)**

300 copies  
Size: 8.5 inches x 11 inches  
Paper: Book Paper (80 GSM)  
Inside Pages: Black and White printing  
Cover: Full Color, Laminated/ 120 GSM  
Pages: 202 pages including Cover (198 pages inside)  
Binding: Perfect binding

G - **POSTER**

2,000 copies  
Size: 18 inches x 24 inches  
Color: Full Color  
Paper: C2S 220 GSM, glossy

7 - **QC GAD NEWSLETTER (GAD FOCUS)**

20,000 copies  
Size: 8.5 inches x 11 inches  
Paper: Glossy Paper C2S 100 GSM (all pages – including cover)  
Binding: Staple Binding  
Pages: Eight (8) pages total, full color

8 - **IEC MATERIALS ON CODI AND VAW (Reprinting)**

10,000 copies  
Page: 1 page with 4 folds (back-to-back print)  
Size: 8.5 inches x 11 inches  
Color: Full color  
Paper: Glossy C2S, 120 GSM

9 - **GAD IEC FOLDER**

1,000 copies  
Size: 9 inches x 13.5 inches (18 inches x 13.5 inches spread) with 4-inch pockets  
Color: Full Color  
Lamination: Matte lamination for cover  
Paper Quality: 220 GSM  
Paper Type: Board Paper

## **B. EDITORIAL SERVICES**

- Conceptualization of contents and page plan
- Research of book content and interviews
- Writing, captioning and proofreading
- Professional photography, with artistic direction and execution
- Design and layout must be the same style with the previous copyrighted IEC materials/ books
- 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 Book from Concept to Printing and of the same specifications and quality.
2. The supplier should have an Editorial Team composing of at least 1 Editor-in-Chief, 3 Writers, 1 Photographer, 2 Artists, and 1 Editorial Assistant.

### **Minimum Requirements:**

- Editor-in-Chief (1) at least an Editor of a Newspaper and an Award-winning writer from a credible organization (name should appear in a newspaper and should present a certificate of the award).
- Writers (3) – 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).
- Photographer (1) – 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.
- 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).
- Editorial Assistant (1) – Must be employed by a creative design agency (present a Certificate of Employment from his/her employer).

## **V. DURATION**

The Project: "Conceptualization and Full Production, Printing of Book, Booklets, and IEC Materials for GAD COUNCIL" shall be valid upon issuance of Notice to Proceed until December 31, 2024.

**VI. APPROVED BUDGET FOR THE CONTRACT**

The sum of Three Million Six Hundred Eighteen Thousand Pesos Only (Php3,618,000.00) is the Approved Budget for the Contract for the above-mentioned project.

**VII. BASIS OF PAYMENT**

No.	Deliverables	Percentage	Timeline
1	Submission of concepts and designs	15%	Within 30 calendar days upon the issuance of the Notice of Award
2	Research, interviews, photo shoot, writing and lay-outing.	20%	120 days
2	Submission of draft manuscript, sample layouts of inside pages and cover design for coffee table book	20%	30 days
3	Submission of final complete material with completed manuscript, edited and laid-out content and final cover designs	20%	30 days
4	Full delivery of printed materials	25%	30 days
	TOTAL	100%	240 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.

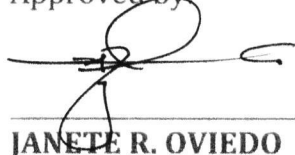
The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.

Prepared by:



**ANGELITA C. PERALTA**  
Administrative Officer

Approved by:



**JANETE R. OVIEDO**  
City Government Assistant Department Head III  
Head, GAD Technical Working Group  
GAD Council Office

**COST DERIVATION**  
*Printing (Booklets/IEC Materials)*

<p>GAD FOCAL PERSON DIRECTORY            400 copies @ 600.00            Size 6inches x 8inches            Cover Paper: C2S 120 GSM (laminated)            Color: Full Color            Inside Paper: Book Paper            Inside Paper Color: Full Color            Pages: 108 pages including cover            Binding: Perfect Binding</p>	<p>- 240,000.00</p>
<p>FLIERS FOR USER'S MANUAL ON GENDER-BASED            VIOLENCE DATABANKING SYSTEM            5,000 copies @ 20.00            Size: 8.5 inches x 12 inches            Folding: Trifold            Color: Full Color            Paper: Glossy C2S 120 GSM            Page: 1page back to back print</p>	<p>- 100,000.00</p>
<p>GAD BOOK (20years of Gender and Development            (GAD) in Quezon City) COFFEE TABLE            1,000 copies @ 1,600.00            Size: 8.5 inches x 8.5 inches            Paper Inside: Book Paper            Inside Printing: Full Color            Cover: C2S 140 GSM, Full Color with matte lamination            Pages: 108 pages including cover            Binding: Perfect Binding</p> <p>(Inclusion/Responsibility of Supplier: Research Photography,            Conceptualization, Writing, Interviews, Editing, Graphic Design            and Layout, Printing and Delivery.)</p>	<p>- 1,600,000.00</p>
<p>REVISED QC GAD CODE (reprinting)            500 copies @ 260.00            Size: 6 inches x 8 inches,            Paper: Book Paper (80 GSM)            Inside Pages: Black &amp; White printing,            Cover: Full Color, Laminated/ 120 GSM            Pages: 108 pages including cover            Binding: Perfect binding</p>	<p>- 130,000.00</p>
<p>LOCALIZATION OF MAGNA CARTA (BOOK) with APPENDICES            (reprinting)            300 copies @ 260.00            Size: 8.5 inches x 11 inches,            Paper: Book Paper (80 GSM)            Inside Pages: Black and White printing            Cover: Full Color, Laminated / 120 GSM            Pages: 202pages including Cover (198 pages inside)            Binding: Perfect binding</p>	<p>- 78,000.00</p>

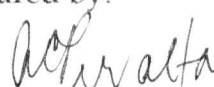
POSTER	-	160,000.00
2,000 copies x 80.00		
Size: 18 inches x 24 inches		
Color: Full Color		
Paper: C2S 220 GSM, glossy		
QC GAD NEWSLETTER (GAD FOCUS)	-	1,040,000.00
(reprinting)		
20,000 copies @ 52.00		
Size: 8.5inches x 11inches		
Paper: Glossy Paper C2S 100 GSM (all pages including cover)		
Binding: Staple Bind		
Page: Eight (8) pages total full color		
IEC MATERIALS ON CODI AND VAW (reprinting)	-	150,000.00
10,000 copies @ 15.00		
Page: 1page with 4 folds (back-to-back print)		
Size: 8.5inches x 11 inches,		
Color: full color		
Paper: Glossy C2S, 120 GSM		
GAD IEC FOLDER	-	120,000.00
1,000 copies @ 120.00		
Size: 9inches x 13.5inches (18inches x 13.5inches spread)		
with 4inches pocket		
Color: Full color		
Lamination: Matte lamination for cover		
Paper Quality: 220 GSM		
Paper Type: Board Paper		

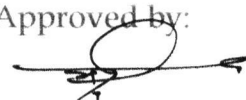
(Inclusion/Responsibility of Supplier: Research, Photography, Conceptualization, Writing, Interviews, Editing, Graphic Design, and Layout. Printing and Delivery.

<b>Total</b>	<b>Php 3,618,000.00</b>
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**Note:**

**Term of Delivery:** Upon Request by the End-User until December 31,2024.

Prepared by:  
  
**ANGELITA C. PERALTA**  
 Administrative Officer

Approved by:  
  
**JANETE R. OVIEDO**  
 City Govt. Asst. Dep.t Head III  
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