



OFFICE OF THE MAYOR  
**QUEZON CITY**  
GENDER AND DEVELOPMENT COUNCIL



## **TERMS OF REFERENCE**

### **Conceptualization, Development, and Printing of Book, Booklets, and IEC Materials for GAD COUNCIL**

#### **I. RATIONALE**

The Book, Booklets, and IEC Materials are produced to communicate the GAD-related projects of the Quezon City Government. These materials 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 newsletter called GAD FOCUS, and booklets, posters, and Reprinting of Magna Carta and QC GAD Code.

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

The project entails the following major services:

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

##### **1. 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

##### **2. LOCALIZATION OF MAGNA CARTA FOR WOMEN (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  
Binding: Perfect binding

**3. POSTER**

2,000 copies

Size: 18 inches x 24 inches

Color: Full Color

Paper: C2S 220 GSM, glossy

**4. 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

**5. IEC MATERIALS ON CODI AND VAW (Reprinting)**

10,000 copies

Page: 1 page with 3 folds (back-to-back print)

Size: 8.5 inches x 11 inches

Color: Full color

Paper: Glossy C2S, 120 GSM

**6. 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 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, Development, Printing of Book, Booklets, and IEC Materials for GAD COUNCIL" shall be valid upon issuance of Notice to Proceed until December 31, 2025.

**VI. APPROVED BUDGET FOR THE CONTRACT**

The sum of **One Million Nine Hundred Seventy-Four Thousand Pesos Only (Php 1,974,000.00)** 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 issuance of the Notice of Award
2	Research, Interviews, Writing & layout	20%	120 days
3	Submission of draft, sample layout of pages	20%	30 days
4	Submission of final complete material, edited and laid out content	20%	30 days
5	Full delivery of printed material	25%	30 days
	<b>TOTAL</b>	<b>100%</b>	<b>240 days</b>

**VIII. PENALTIES FOR BREACH OF CONTRACT**

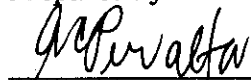
Failure to deliver the services shall subject the Contractor to penalties and /or liquidated damages pursuant to RA 12009: AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and 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 12009 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 35 of RA 12009 and its IRR.

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