

TERMS OF REFERENCE
EDITORIAL, DESIGN, LAYOUT, AND PRINTING SERVICES FOR THE QUEZON
CITY ECONOMIC DEVELOPMENT AND INVESTMENT PLAN

I. RATIONALE

In accordance with Ordinance No. SP-2219, S-2013 otherwise known as "An Ordinance Adopting the Economic Development Incentives Code of Quezon City", the Local Economic Development and Investment Promotions Office (LEDIPO) shall be the implementing arm of the Quezon City Economic Development Incentives Code and shall function as the Technical Secretariat of the Quezon City Economic Development Investment Board (QC-EDIB).

One of LEDIPO's key responsibilities is to enhance Quezon City's appeal as a prime destination for investment and business. To achieve this, the office prepares various promotional materials designed to showcase the city's advantages and opportunities for potential investors.

II. PROJECT DESCRIPTION

This project plays a crucial role in advancing various initiatives and economic data aimed at encouraging both domestic and international investors to choose Quezon City as their preferred investment location.

To ensure that potential and current investors are informed about the efforts being undertaken by the Quezon City Local Government to position the city as the premier destination for investment and business, we will distribute copies of the Economic Development and Investment Plan (EDIP) during different LEDIPO conferences and meetings with top corporate executives, foreign dignitaries, and other important stakeholders.

III. SCOPE OF WORK

1. Copyediting, and proofread the entire draft to ensure accuracy, clarity, consistency, and compliance with professional publishing standards. This includes extensive proofreading and line editing to ensure the highest quality at every stage.
2. Design and layout the publication, including the cover, graphics, charts, infographics, and other visual elements, and prepare the final version in both digital and print formats.
3. Capture or source high-quality photographs and visual assets to complement the publication content, ensuring all necessary usage rights are secured.
4. Produce and deliver high-quality printed copies of the publication in accordance with the specifications on size, paper stock, color, binding, and quantity as required by the Quezon City Government.

5. Provide print-ready and web-optimized soft copies in PDF format, together with all original raw and editable design/layout files and photography files. All submitted materials shall become the official property of the Quezon City Government.
6. Implement a series of detailed reviews and revisions in close coordination with the Local Economic Development and Investment Promotions Office from the initial draft up to the final print output. Ensure that all outputs are submitted, reviewed, and approved according to the agreed schedule.

IV. APPROVED BUDGET FOR THE CONTRACT AND COST DERIVATION

The sum of the Approved Budget for the Contract for the above-mentioned project amounts to One Million Eight Hundred Thousand Pesos Only (Php 1,800,000.00).

Source of Fund: Local Economic Development and Investment Promotions Office

It shall cover the following expenditures:

**A. OTHERS (TECHNICAL WRITING AND CREATIVE SERVICES FOR BOOK)
Php 500,000.00**

<u>EDITORIAL AND CREATIVE SERVICES FOR BOOK</u>	1	Lot	500,000.00	500,000.00
Concept and Production Supervision of the Book. <ul style="list-style-type: none"> ● Review 1 Copyeditor 1 Proofreader ● Design and Layout 1 Graphic Designer 1 Layout Artist ● Photography and Visuals 1 Head Photographer 1 Assistant Photographer 				

**B. PRINTING OF BOOKS
Php 1,300,000.00**

Printing of Books A4 Back-to-back, full color	500	Piece	2,600.00	1,300,000.00
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At least 100 sheets, maximum of 200 sheets (front & back) GSM: at least 100 Cover Page Front and Back: Gloss Coated Paperback Type of Paper (Per Sheets): Matte, back to back Binding Type: Softbound, perfect binding				
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SUMMARY:

SUMMARY	AMOUNT
A. EDITORIAL AND CREATIVE SERVICES FOR BOOK	Php 500,000.00
B. PRINTING OF BOOKS	Php 1,300,000.00
TOTAL	Php 1,800,000.00

V. AREA OF COVERAGE

The deliverables shall be delivered and undertaken at the Local Economic Development and Investment Promotions Office with proper coordination with City General Services Department.

VI. PROJECT STANDARDS AND REQUIREMENTS

- The Bidder or Service Provider should have an established Organizational Structure that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed service to show its capability to undertake the Project. An Organizational Chart must be submitted as part of the Technical Requirements.
- Sufficient qualified personnel must be provided to ensure proper and efficient implementation of the program. The following are the minimum personnel required:

Personnel	Required No. of Personnel	Personnel Minimum Qualification	Scope of Work
Copyeditor	1	With Bachelor's Degree With at least three (3) years work	<ul style="list-style-type: none"> • Ensure accuracy, clarity, and consistency of grammar, spelling, punctuation, tone, and style throughout the manuscript. • Verify factual consistency,

		experience	<p>adherence to Quezon City branding guidelines, and alignment with approved terminology.</p> <ul style="list-style-type: none"> • Coordinate with the proofreader and layout artist to ensure clean, final copy flows seamlessly into the design and layout.
Proofreader	1	<p>With Bachelor's Degree</p> <p>With at least two (2) years work experience</p>	<ul style="list-style-type: none"> • Conduct final review of all content to identify and correct any errors in spelling, grammar, punctuation, and formatting. • Flag inconsistencies in graphics, captions, tables, and references for correction. • Check designed pages for typographical, layout, and formatting errors prior to printing. • Ensure all approved corrections are reflected in the final print-ready files.
Graphic Designer	1	<p>With Bachelor's Degree</p> <p>With at least two (2) years work experience</p>	<ul style="list-style-type: none"> • Develop visually appealing and professional designs that align with the City's brand, including cover concepts, section openers, and promotional graphics. • Source and select appropriate visual elements, including charts, graphs, and infographics, ensuring all usage rights are secured. • Ensure all visuals meet print specifications and are optimized for both print and digital formats. • Work closely with the layout artist to maintain a consistent design theme throughout the publication.
Layout Artist	1	<p>With Bachelor's Degree</p> <p>With at least two (2) years work experience</p>	<ul style="list-style-type: none"> • Arrange text, graphics, and images into a well organized, easy-to-read format using approved templates and style guides. • Create engaging layouts that enhance readability and comprehension. • Apply design consistency, correct margins, bleeds, and color profiles to all pages for pre-press preparation. • Prepare and deliver final print-ready and web-optimized files in coordination with the

			graphic designer.
Head Photographer	1	With Bachelor's Degree With at least two (2) years work experience	<ul style="list-style-type: none"> Plan and execute professional photo shoots to capture high-quality images complementing the publication's content. Ensure timely delivery of raw and edited photographs with all usage rights properly secured. Provide guidance on photo selection and integration into the publication.
Assistant Photographer	1	With Bachelor's Degree With at least one (1) years work experience	<ul style="list-style-type: none"> Assist the head photographer with equipment setup, lighting, and logistics during shoots. Assist in post-production tasks such as organizing, labeling, and delivering digital photo files. Ensure all photos are properly stored and transferred to LEDIPO in a timely manner.

- The Contractor shall submit the complete list of personnel with their corresponding qualifications accompanied with the following documentary requirements as part of the Technical Requirements: Curriculum Vitae (CV) highlighting relevant work experience.

VII. PROJECT DURATION

The project shall be valid upon issuance of the Notice to Proceed until December 31, 2026.

VIII. BASIS OF PAYMENT

No.	Particular	Weight
1	Submission of the initial draft of the book, including the initial draft cover, design, and layout, to the Local Economic Development and Investment Promotions Office.	15%
2	Submission of the final digital version of the book, incorporating the approved cover, design, and layout, as reviewed and approved by the Local Economic Development and Investment Promotions Office.	35%
3	Delivery of the approved digital version of the book, as well as the printed versions of the book, to the Local Economic Development and Investment Promotions Office in accordance with the agreed specifications.	50%
	TOTAL	100 %

IX. DELIVERY SCHEDULE*

Description / Output	Projected Implementation Schedule*
Submission of the initial draft of the book, including the initial draft cover, design, and layout, to the Local Economic Development and Investment Promotions Office.	March 2026
Submission of the final digital version of the book, incorporating the approved cover, design, and layout, as reviewed and approved by the Local Economic Development and Investment Promotions Office.	April 2026
Delivery of the approved digital version of the book, as well as the printed versions of the book, to the Local Economic Development and Investment Promotions Office in accordance with the agreed specifications.	May 2026

**Still subject to changes*

X. CONFIDENTIALITY

The Service Provider shall abide by and governed by the Data Privacy Act and other relevant laws to govern the protection of confidential information shared during the course of the book project between involved parties. It is understood that the undersigned parties shall adhere to the terms outlined herein to maintain the confidentiality of sensitive and proprietary information.

XI. PENALTIES FOR BREACH OF CONTRACT

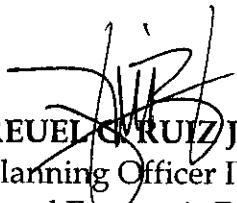
Failure to deliver the services set by the City shall subject the Contractor to penalties and/or liquidated damages pursuant to the to RA No. 12009 and its Implementing Rules and Regulations, otherwise known as the New Government Procurement Act. AN ACT PROVIDING THE NECESSARY RULES AND REGULATIONS FOR THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT OF THE PHILIPPINES IN ACCORDANCE WITH THE STATE POLICIES AND PRINCIPLES DECLARED UNDER THE ACT.

XII. CANCELLATION OR TERMINATION OF CONTRACT

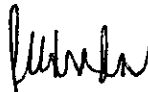
In the event of a dispute, controversy, or disagreement arising from this TOR, the parties agree to make every effort to resolve the matter amicably. If such efforts fail to achieve a mutually satisfactory resolution, the dispute may be referred to arbitration in accordance with applicable laws. This does not preclude the aggrieved party from seeking remedy through a court with appropriate jurisdiction.

The guidelines contained in RA 12009 shall be followed in 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 Implementing Rules and Regulations.

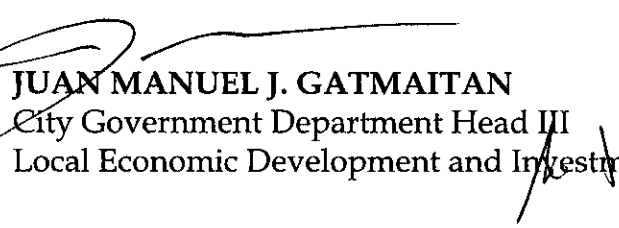
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