



August 7, 2020

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of services of a well-experienced company based in Korea engaged in brochure design, content creation and printing for the new Philippine top destination brochures for the year 2020.

Interested companies may submit their proposed design, layout and quotations following the attached Terms of Reference on or before August 14, 2020, 5:00 pm to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director
PDOT-Korea

TERMS OF REFERENCE

PROJECT: PRODUCTION OF PHILIPPINE DESTINATION BROCHURES 2020

SCOPE OF WORK / DELIVERABLES

PDOT-Korea is in need of the services of a well-experienced company based in Korea engaged in brochure design, content creation and printing for the new Philippine top destination brochures for the year 2020.

Following are the deliverables, services and specifications required by the Philippine Department of Tourism:

A. Specs

- Spread size: 228.6mm width 101.6mm height
- Folding size: 38.1mm width 101.6mm height
- 6 panels front and back with accordion fold
- Paper 120 snow

B. Details

- Design, content creation, editing, translation and printing included
- Files (layered) – Photoshop, Illustrator, InDesign, and PDF formats to be submitted to DOT-Korea
- Free delivery
- 6 destination brochures (English and Korean)
 1. Palawan
 2. Bohol
 3. Cebu
 4. Boracay
 5. Clark
 6. Manila
- 5,000 copies per each destination

TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit their proposed design, layout and quotation within seven (7) calendar days upon receipt of this document.

Design and Layout submission – August 14, 2020

Review and Approval of Proposal – August 18 - 19, 2020

Awarding of Contract – August 20, 2020 (To be reconfirmed)

Notice to proceed – August 21, 2020 (To be reconfirmed)

Content Creation and submission – August 21 - September 29, 2020

Content proofreading, validation and approval – October 5 - November 5, 2020

Final design and layout – November 6 - 13, 2020

Start of printing – November 16, 2020

Expected delivery – November 30, 2020

BUDGET

Total budget allocation for the production of brochures is KRW 21,700,000.