



November 20, 2023

## INVITATION FOR PROPOSALS

The Philippine Department of Tourism-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 Philippine Map Brochure.

Interested companies may submit design proposals, and quotations following the attached Terms of Reference on November 24, 2023, 5:00pm 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: [jake@philippinetourism.co.kr](mailto:jake@philippinetourism.co.kr) and [jtnoveros@philippinetourism.co.kr](mailto:jtnoveros@philippinetourism.co.kr)

  
**JOHN TREXY N. NOVEROS**  
Foreign Tourism Officer / Administrative Officer  
PDOT-Korea



## TERMS OF REFERENCE

### PROJECT: PRODUCTION OF PHILIPPINE MAP BROCHURE

#### 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 Philippine Map brochure.

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

##### A. Design / Specs

- Spread size: 59.50cm width x 42 cm height
- Folding size: 10cm width x 21 cm height
- 6 panels front and back with accordion fold
- Paper 120 snow

##### B. Details

- Design, content creation, editing, and translation included
- Files (layered) – Photoshop, Illustrator, InDesign, and PDF formats
- Free delivery
- Philippine Map brochure (English and Korean)
- 5,000 copies

Note: The final brochure content, design, and layout must be approved by PDOT-Korea before printing

#### TIME FRAME AND SCHEDULE OF WORK

November 24, 2023, (5:00 pm)	- Submission of the Design proposal, Layout, Quotation
November 28, 2023	- Review and Approval of Proposal
November 29, 2023	- Notice of Award
November 29, 2023	- Notice to Proceed
November 29 - December 19, 2023	- Content creation, proofreading, and validation
	- Final Design submission, evaluation, and approval
	- Printing
December 20, 2023	- Delivery date

#### BUDGET

The total budget allocation for the production of brochures is USD \$ 4,400 inclusive of tax.