



CROATIAN NATIONAL TOURIST OFFICE – SUITE 4C, ELSINORE HOUSE, 77
FULHAM PALACE ROAD, LONDON W6 8JA

Hereby invites you to submit a

TENDER FOR

Media buying for press activities in the UK market in 2014

Article 1

The Croatian National Tourist Office, representative office in the UK, is carrying out the advertising campaign for the UK market in 2014.

The advertising campaign includes printed media and it will be carried out from **24/03/2014 to 15/06/2014** and from **15/09/2014 to 15/10/2014**.

Article 2

The total net amount for advertising in press is **HRK 688.000,00 / £74.000,00**.

The offer must include a post buy analysis which the agency has to submit at the end of the advertising campaign and before issuing the final invoice. The cost of the post buy analysis has to be included in the offer and not specified as a separate fee. In the offer, the agency has to commit to the submission of a post buy analysis as a prerequisite for the payment by the client.

The offer should also include the production costs (costs related to the adaptation of the adverts, costs towards third parties and other agency costs).

Article 3

The media plan should consider and include the key target markets:

- Couples: age 30-39, 40-54, 55+, upper middle income
- Families: age 30-39, 40-54, upper middle and high income
- Friends: age 18-29, upper middle and high income
- Sex: male and female evenly
- Residence: European big cities with more than 100.000 inhabitants
- Education: at least GCSE, vocational training or higher
- Reason for travel: relax, exploring, enjoying
- Frequency of travel: people who travel for leisure at least once a year or more, who travelled before and are familiar with similar destinations
- Use of internet: people who consult the internet for inspiration and information about the destination and use the internet to book their holidays

Article 4

The media plan proposal has to express the following parameters:

- Format of adverts: minimum 1/3 of page
- Reach1+ for target market
- Reach5+ for target market
- Total GRP (Gross Rating Points)
- Media plan

Article 5

Print media advertising must include the following:

- 30% advertising should refer to yachts & sailing holidays specialised media
- 30% advertising should refer to sun & sea holidays specialised media
- 20% of advertising should refer to culture & touring holidays specialised media
- 10% of advertising should refer to special interests – festivals
- 10% of advertising should refer to food & drink, gastronomy specialised media

Examples of publications are:

- o Yachting Monthly, Yachting World
- o Food & travel, Olive, BBC Good Food
- o Guardian, Independent, The Sunday Times

Article 6

All offers must be sent both by post and email. **The deadline for the delivery is 06/03/2014.**

The offers must be delivered to the Representative Office of the Croatian National Tourist Board in the UK and Ireland, Suite 4C, Elsinore House, 77 Fulham Palace Road, London W6 8JA.

The offers must be delivered in sealed envelopes, with the name and address of the tendering body and the tenderer, the object of the tendering project the offers refers to as:

“for the media buying Tender for offline advertising in the press in emitting markets – do not open”

and other data related to the documentation for tendering. Before the deadline for submission, the tenderer can modify its offer, amend it or withdraw with a signed and verified statement.

Article 7

Each offer must be made within the set budget (Article 2) and time frame (Article 1). Offers based on a higher budget, for a different time frame or with different indicators will not be considered.

Article 8

The offer will be valid for 60 days after the submission date.

Article 9

Based on the tendering process and the signed Contract, the tenderer is committing to make it possible for the Croatian National Tourist Board, upon its request, to have an insight in the campaign and the spent funds through the post buy analysis and the paid invoices for the already realized part of the media plan.

The tenderer commits to delegate at least one person responsible to liaise with the Department for Offline Communications of the Head Office of the Croatian National

Tourist Board and the representative office on a daily basis. The tenderer commits to deliver the contact details for such person.

The tenderer commits to reply within 48 hours to all the queries sent my email by the Croatian National Tourist Board and the representative office.

Article 10

The VAT number of the Croatian National Tourist Board is **HR72501368180** and can be verified in the international database VIES. Agencies applying for the Tender should state "reverse charge" on the invoice and list their VAT number.

Together with the invoice "**Invoice for the offline advertising services**" the media buyer has to submit the specification for all the incurred costs and the complete and accurate documentation. The Croatian National Tourist Board will not be able to settle the invoices for the past month without previously receiving the complete and accurate documentation.

Complete and accurate documentation implies:

- Signed agreement, whose mandatory part is an agreed media plan, which contains the details of advertisements according to the media, time of publishing, the cost of each particular advertisement and the total cost of advertising,
- Original voucher copies of the advertisements placed in printed media according to the media plan
- Post buy analysis for the part of the media plan for which the invoice is issued
- Post buy analysis of the total campaign after the end of the campaign and the issuing of the last invoice
- The Croatian National Tourist Board will not accept the obligation of paying issued invoices according to the advertising agreement which are not compliant with the above listed criteria and documentation.

The invoice should clearly state:

- Advertising time frame
- Title: **Invoice for the offline advertising services in the press**
- Country where the advertising is carried out
- Other necessary fields defined by the law

Article 11

The tenderer commits to submit a monthly report in the form of a **post buy analysis** of the realized activities in the press.

Invoices will be settled on a monthly basis, for the previous month. The invoices should be delivered with annexed the defined complete and accurate documentation without which the Croatian National Tourist Board will not be able to settle the payments.

The invoice will be settled within 30 days from the receipt of the invoice with annexed the complete and accurate documentation.

Article 12

The tenderer has to satisfy the following criteria.

a. Proof of legal and business ability

- Certificate of registration in the business, trading, commercial or relevant register
- Certificate of the tax authority of the state of the debt
- Warrant, approval or certificate in case this document is needed to carry out similar activities in the tenderer's country of residence
- The tenderer has to proof he is registered to offer the services which are object of the current Tender
- If the certificates are not issued in the country of residence of the tenderer, he has to submit the equivalent statement which has to be verified by the relevant competent authority

b. Warranty for the complete completion of the contract

- The "post buy analysis" which the tenderer has to submit at the end of the campaign has to be included in the offer and should not be specified as a separate cost. The Tender has to commit to deliver the post buy analysis at the end of the camping as a prerequisite for payment by the tendering body.
- The tenderer commits to deliver a monthly report in the form of a post buy analysis of the realized activities in the press.

c. Breach of warranty

- If the Tender does not deliver the complete and accurate documentation expressed in Article 10, the Croatian National Tourist Board will not be able to settle the payments

- If from the post buy analysis delivered at the end of the campaign and the issuing of the final invoice it emerges that the total achieved GRP is lower than GRP planned for the current advertising campaign, the Croatian National Tourist Board will be able to settle the invoice for the amount of the percentage of the achieved GRP in relation to the planned GRP.

Article 13

The offer consists of the following documents filled in, verified and signed by an authorized person of tenderer:

- Filled in Tender form (attachment 1), printed and in electronic format
- Proof of ability
- Detailed media plan: the plan should include a chart with the detailed budget allocation and time frame requested by the Tender documentation and the parameters Reach1+, Reach5+ and GRP
- Description of the way in which the Croatian National Tourist Board will be able to supervise the campaign
- Description of way the agency will prove the fund allocation
- The list of all the component parts and attachments of the Tender
- All the rest what is required by the Tender

The tenderer has to submit all the documents requested in article Article 12 point a. and failure to do so is unrecoverable. The proofs requested by Article 12 point a. have to be in their originals or verified copies by a public notary or the competent relevant authority in the country of residence of the tenderer.

Article 14

The tenderer can consult the National Readership Survey and ABC to source information about the target groups on the basis of which the parameters Reach1+, Reach5+ and GRP will be carried out.

Article 15

The Tender documentation is available on the webpage of the Croatian National Tourist Board www.croatia.hr and on the webpage of the representative office.

Attachment 1 Document for Tendering

Bidding form

Offer for offline advertising in the press on emitting markets

| | |
|--|--|
| Name of the tenderer | |
| Address of the tenderer | |
| Registration number | |
| Tel. | |
| Fax | |
| E-mail | |
| Name and surname of the responsible person | |
| Contact person | |
| Offer valid till | |

SIGNATURE AND STAMP OF THE
AUTHORIZED PERSON

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