

RFQ

Selection of Advertising Agency

We are in the process of selecting an Advertisement Agency for giving Admission Advertisements for our Full Time Post Graduate Programmes for Admissions-2022.

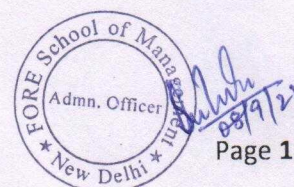
If you are interested, you may please submit your quotations for the same latest by 15:30 hours on Wednesday, September 15, 2021 as per the details given below in a sealed envelope (as per format) to be dropped in the box kept with the security guard at the main gate. Please send us 2-3 alternative designs and layouts of the advertisement. Also, you may share any value-added features like "online" initiatives that will be facilitated by the Newspaper, if any.

Sl. No	Newspaper	Area Covered	Insertions
1	Times of India + Economic Times	All Editions	1
2	Hindustan Times+ Mint+ Hindi Hindustan	All Editions	1
3	Hindu	Chennai Edition	1
4	Assam Tribune	North-East Region	1
5	Telegraph	All Editions	1
6	Hindustan Times	North India Editions	1
7	Deccan Chronicle	Southern Region	1
8	Daily Thanthi	TN & Pondicherry	1
9	Mathrubhumi	Kerala	1
10	Mid-Day	All Editions	1
11	The Tribune	All Editions	1
12	Indian Express	North India	1

Specifications:

1. Duration of publication : October 2021 –February 2022
2. Size of Advertisement : 160 sqcm. in colour (Except two with * 120sqcm)

Please note that you must submit separate quotes for advertisements in page-3, page-5 and page-7 of respective newspapers.



Quote a consolidated amount inclusive of everything and without any special conditions.

Each page must be duly signed and stamped by the authorized representative.

For any further clarification please contact Admissions Office at 011-41242415/011-46485512 or through email at admissions@fsm.ac.in

Please send your quotation to the following address-

Sr. Administrative Officer
FORE School of Management
"Adhitam Kendra"
B-18, Qutub Institutional Area
New Delhi-110016

Note: Please note that quotations sent through E-mail will not be accepted.

TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

1. A minimum of five year's continuous experience as a full INS accredited agency (please attached copy of the certificate).
2. An yearly turnover of Rs.50 lacs during FY 2020-21 for the all branches taken together.
3. Be in the panel of advertising agencies of Education Institutes of repute.
4. PAN number issued by the IT department in favour of the agency.
5. GST Registration number issued by the Authority in favour of the agency.
6. Creativity in development communication should be of high standard befitting the expectations of FORE School of Management.

B. General Conditions

1. The bidding agency should have notable background in the advertising market and an exposure of working with Govt. institutions/ Education Institutes.
2. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
3. The FORE School of Management shall not make any advance payment to the advertising agency for any of the work assigned by the FORE School of Management. The payments shall be released by the FORE School of Management against the bills received from the agency after having completed the job to the satisfaction of the FORE School of Management.
4. The FORE School of Management reserves the right to remove any such agency from the empanelled list, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.

FORE School of Management
Admn. Officer
New Delhi
08/9/21
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5. The FORE School of Management may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the FORE School of Management of its right to release advertisement directly without routing them through the empanelled advertising agencies.

7. FORE School of Management reserves the right to reject any application without assigning any reason.

C. Desirable

1. Agency may have worked with Educational Institutes of repute.
2. Proficiency in translation and proof reading facilities in major Indian languages.



Part-A1-

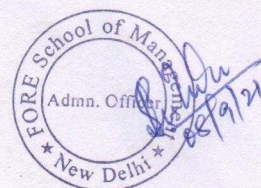
Details of rate quoted for Print Media insertions for FORE School of Management, New Delhi

Newspaper	Editions	Insertions	Page No.	Rate Per Insertion in Rs.				Total in Rs.
				Card Rate	Offered Rate	Applicable Tax	Total	
Times of India + Economic Times	All Editions	1	3					
Hindustan Times+ Mint+ Hindi Hindustan	All Editions	1	3					
Hindu	Chennai Edition	1	3					
Assam Tribune	North-East Region	1	3					
Telegraph	All Editions	1	3					
Hindustan Times	North India Editions	1	3					
Deccan Chronicle	Southern Region	1	3					
Daily Thanthi*	TN & Pondicherry	1	3					
Mathrubhumi*	Kerala	1	3					
Mid-Day	All Editions	1	3					
The Tribune	All Editions	1	3					
Indian Express	North India	1	3					
Grand Total in Rs.								



Part-A2-**Details of rate quoted for Print Media insertions for FORE School of Management, New Delhi**

Newspaper	Editions	Insertions	Page No.	Rate Per Insertion in Rs.				Total in Rs.
				Card Rate	Offered Rate	Applicable Tax	Total	
Times of India + Economic Times	All Editions	1	5					
Hindustan Times+ Mint+ Hindi Hindustan	All Editions	1	5					
Hindu	Chennai Edition	1	5					
Assam Tribune	North-East Region	1	5					
Telegraph	All Editions	1	5					
Hindustan Times	North India Editions	1	5					
Deccan Chronicle	Southern Region	1	5					
Daily Thanthi*	TN & Pondicherry	1	5					
Mathrubhumi*	Kerala	1	5					
Mid-Day	All Editions	1	5					
The Tribune	All Editions	1	5					
Indian Express	North India	1	5					
Grand Total in Rs.								



Part-A3-**Details of rate quoted for Print Media insertions for FORE School of Management, New Delhi**

Newspaper	Editions	Insertions	Page No.	Rate Per Insertion in Rs.				Total in Rs.
				Card Rate	Offered Rate	Applicable Tax	Total	
Times of India + Economic Times	All Editions	1	7					
Hindustan Times+ Mint+ Hindi Hindustan	All Editions	1	7					
Hindu	Chennai Edition	1	7					
Assam Tribune	North-East Region	1	7					
Telegraph	All Editions	1	7					
Hindustan Times	North India Editions	1	7					
Deccan Chronicle	Southern Region	1	7					
Daily Thanthi*	TN & Pondicherry	1	7					
Mathrubhumi*	Kerala	1	7					
Mid-Day	All Editions	1	7					
The Tribune	All Editions	1	7					
Indian Express	North India	1	7					
Grand Total in Rs.								



Part-B

Newspaper	Value-add details*	Online-Initiatives details**
Times of India + Economic Times		
Hindustan Times+ Mint+ Hindi Hindustan		
Hindu		
Assam Tribune		
Telegraph		
Hindustan Times		
Deccan Chronicle		
Daily Thanthi*		
Mathrubhumi*		
Mid-Day		
The Tribune		
Indian Express		

* Please include complimentary advertisement, write-up, features in supplements etc.

** Please include details like hosting of the admission advertisement on online portals, e-papers etc. and linking the same to the online application forms.

