Q&A Related to Solicitation Document LRFP-2019-9148274:

1. **In the technical proposal, under Agencies Costs, how should we determine the Estimate no. of hours per assignment, having in mind we don’t know the total hours and the scope for the assignment?**

   The estimate hours should be in line with what is included in the financial proposal and based on detailed included in Annex 2.

   “The financial proposal should include: **Agency and production costs on developing a fully integrated campaign that includes the following components:**

   60 second public services advertisements for social media; and 30 second adaptation for television and radio; Print advertisements for outdoor, print media and online; and digital component designed to engage audience’s online, e.g. social media posts, development of a micro-website or Facebook application; public relations and media buying management. Costs for printing material (i.e. posters, leaflets, etc.) is not required;

   • Agency costs (without costs of hiring equipment, location rental, transport etc.) for event management of events, large public event (Skopje) and road show events typically in eight communities within the country.
   • Advertising rates for buying media as outlined in the table below.

   Description of cost, particularly if represented as a range must be included.”

2. **In the financial proposal, under Agencies Cost, should we just list the hourly rates of the team members, or also list the prices of the components of the fully integrated campaign (production costs)?**

   If we do need to list the prices of the components, such as 60 second ad, adaptation, print advertisements, social media posts, etc; where in the ToR document should we list them, and how should we determine the price? For example the price of a 60 second advertisement could vary depending on the complexity, locations, actors etc.

   You should list the hourly rates of the team members, as above in the description of level of service. They should be based on the scenario provided (i.e. 60 second ad, adoption, print, etc.). If you have in house production ad them in agency cost as team members, if you outsource production include in third party costs.

3. **Under Estimate third party costs including outsource production costs (2nd part of the financial proposal) how should we display the prices, since above it is described that Agency costs should be displayed without costs of hiring equipment, location rental, transport etc. for event management of events?**

   Our question is should we list the prices of components that we usually use when we do event planning and realization. We should have in mind, that the price of the event would depend of the scope of activities.

   As above, if you have inhouse production include in agency cost, if outsources include them in third party costs.
4. Under advertising rate – could we list the price per CPP – cost per point (for the advertising slots), no matter what the budget will be (because the price of CPP depends on the yearly budget the advertiser is willing the pay)

Yes, please provide description of what the price is based on in the column provided.

5. Finally, how should we incorporate the prices from the ToR document into the LRFP-2019-9148274 on pages 4 and 5 of the document (regarding the unit price, amount, and INCOTERMS)

In the LRFP-2019-9148274 document - include the total amount and the subtotals for 1) Agency Costs; 2) Third party costs and 3) Media Buy costs

6. LRFP, page 4, Bid form:
   00010 - Incoterms & delivery requested, 00020 - Third part costs, 00030 - Advertising rates for media buy:
   Do we have to fulfil the Incoterms and if yes, could you please explain how shall we fulfill this parts since the description (unit, dimensions, cm, weight, volume) seems not adequate with the type of services we are requested to provide? As described in the RFP, Part IV, line 3.2, those incoterms are related to products/goods not to services. Could you please give an example how shall we fulfill?
   Where should we put the total amounts in the bid from/LRFP as requested in the e-mail below?
   What is the meaning of “1 perf. unit”?

You do not have to complete this section of the Bid Form

7. LRFP, page 7, line 1.2:
   It is stated that UNICEF may respond to proposers questions through its web site. Could you specify were on the web site in case you respond through it?
   https://www.unicef.org/northmacedonia/work-unicef

8. Should we state volume and cumulative discounts only in the bid from or in the financial proposal as well?

   If you are providing discounts, please include this detail in the financial proposal as well. Include the information in the description columns and the discounted price in the column on price.

9. Do we need to provide any documents for possible subcontractors, besides the list of possible subcontractors?

   Documents are not required, only list.