

ID 3506637 – DOF - GAU - CLASSIFIED ADVERTISING FRAMEWORK AGREEMENT FOR THE NORTHERN IRELAND PUBLIC SECTOR

1. Background

The Northern Ireland Civil Service's Executive Information Service's Government Advertising Unit (GAU) wishes to establish an Advertising Framework Agreement for Classified Advertising which will provide classified advertising on behalf of the Northern Ireland Public Sector Contracting Authorities listed in Annex A.

When the listed Northern Ireland Public Sector Contracting Authorities wish to avail of the framework, they will set up their own contract with the Contractor for which they become contract owners.

2. Classified Advertising

Classified advertising consists of public notices which are placed in the classified sections of newspapers and periodicals, for example, notification of a consultation process, road closures, tenders and non-HR recruitment such as Policing Board and Charity Commission public appointments.

GAU will only manage classified advertising on behalf of Northern Ireland Civil Service Core Departments and their agencies. All other Northern Ireland Public Sector Contracting Authorities will liaise with the Contractor to directly place their classified advertising requirements. A protocol for calling off this Framework will be provided to other users and it will be the responsibility of the Contractor to inform GAU and CPD of the monthly spend from these additional users.

The Contractor must negotiate with the local daily and weekly press titles and any media as required to agree a set of media rates for classified advertising which both maximise government's position in the marketplace and deliver value for money.

For classified advertisements by Core Departments and their agencies, managed through GAU, the design will be undertaken by the GAU Placement team. There may be occasions when the Contractor will be required to place classified advertisements which will require an element of design, such as an advertorial or full

design in the event of emergency cover. In such cases, the Contractor will be required to provide a quotation for the design work in accordance with the rates quoted within the tender response.

3. Framework Value

The amount of work to be placed through the Framework for classified advertising will be subject to change in line with government needs and no guarantees can be given to the amount or value of business to be placed through the Framework. However, an estimate of annual total spend for the Framework is up to £2 million per year, with a total Framework value of up to £8 million over the 4 year term of the Framework.

4. Requirements

The Contractor is required to provide the following services:

Classified Advertising

- Provide an Account Manager who will be a single, central point of contact to manage the account and liaise with GAU and all listed Public Sector Contracting Authorities.
- Negotiate value for money classified advertising rates on behalf of the Client.
- Provide advice and rationale, if required, on the appropriate use of different advertising mediums and media outlets in order to reach specified target audiences.
- Prepare adverts in line with client instruction using agreed templates, the supplied artwork or specifically designing/creating advertising artwork or graphics. Supply drafts of the advert with costing and where appropriate media schedule and follow the approval process for proofing and sign-off (first proof typically within 24 hours of text, subject to publishing lead-times). The approval process includes allowing time for the Client to raise the Purchase Order number based on the cost provided by the Contractor. The Contractor must

have written approval from the Client of the final agreed copy along with the PO number before they place the advertisement.

- Provide quality control on all requests, ensuring they meet the requirements of the Client, are grammatically correct and accurately reflect the final Client approved copy.
- Book the media space and place the advert in accordance with Client instructions and to agreed deadlines.
- Provide timely details of any proposed feature or promotional opportunities by publications/platforms in order to benefit from planned discounts.
- Oversee the quality of placement and reproduction on behalf of the Client.
- Ensure added value offerings from media organisations are utilised as appropriate.
- Invoice the Client in accordance with GAU/Departmental/Contracting Authorities' procedures, which includes providing third party invoices and voucher copies. Voucher copies must be in a legible format to ensure the Client has the required evidence to process payment in a timely manner.
- Maintain a retrieval system for the provision of previous placed advertisements.
- Provide information and guidance as required on NI daily and weekly newspapers, the main Republic of Ireland publications, main GB publications, specialist publications and online media. This may include independently audited circulation, usage or traffic figures, where available, rate card cost (excluding the agreed rebate), calculated cost per thousand where possible and deadlines.
- Provide a back-up to the service provided by the GAU Classified Placement Service for use in exceptional circumstances (For example, the Contractor may be required to provide a full design service as well as placement in the necessary media. In normal circumstances the design service is provided by the GAU Placement Team).
- The Contractor must have the facilities in place to react to urgent requests within a tight timeframe and often of a high profile eg direct Ministerial requests.
- The Contractor must have the facilities in place to be able to provide an emergency response and out-of-hours service if required. No additional costs should be associated for emergency response/out-of-hours service.

5. Reporting

As part of its responsibilities for Classified Advertising, the Contractor will be required to:

- record and track all transactions to facilitate the provision of management information;
- provide GAU and CPD with a monthly spend update to include all users of the Framework*. This information will help to ensure the threshold value for the framework is not exceeded.
- attend two annual meetings with GAU and ad hoc as required with other Framework users.

The Contractor must not accept work from bodies outside those listed in Annex A. If unclear, further clarification must be sought from either GAU or CPD prior to the commencement of any work under this framework.

*See Annex B for details of the information to be included in the monthly spend reports.

6. Remuneration and invoicing

The Contractor must adhere to the NICS and other Contracting Authorities' processes for approval, booking and invoicing, these will be communicated to the contractor when a call-off is made; this will be explained in detail on appointment. For GAU bookings, the invoicing process in Annex C should be followed. The Contractor must clearly stipulate the cost of the advert before commission; the commission agreed with the media supplier; the monetary amount retained of the media commission (in accordance with the costs provided by the Contractor) for payment of the Services and the cost of the advert to the relevant Contracting Authority.

A clear, auditable trail of all costs and revenue streams must be kept and fully disclosed. The Contracting Authority reserves the right to inspect independently all invoices and statements in connection with the Framework. No additional income streams can be created by the Contractor from this Framework.

The invoice must include an invoice from the media supplier and a voucher copy of the advertisement.

Annex A



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Participating bodies

Annex B



Monthly Spend
Reporting Template

Annex C



GAU Classified
invoicing process.doc