

Invitation to submit Quotations for Jingle and Banner Ads Placement

Introduction: CLEEN Foundation is inviting interested and qualified online newspapers/blogs/radio stations to submit quotations for advert placement for jingle, Banner ads and articles. The online newspaper/blog/radio must connect with online audience. The placement requires skill in the area of jingle and articles, banner ads and more it is for a period of four months.

Expectations from Vendors

1. Ability to air the jingle on all the categories/pages of the online newspaper/blog/radio pages and social media handles for the specified period.
2. Ability to share page visits, click and no of downloads monthly
3. Ability to ensure that the jingles and banner ads are online for the specified period
4. Ability to host 15 articles on CLEEN work and activities for the specified period

OBJECTIVES

The overarching objective is to create and increase public awareness on CLEEN Foundation work particularly in the area Administration of Criminal Justice and anti-corruption campaign. The specific objectives are as follows:

1. This aims to advertise media content for campaigns against corruption, impunity and empower citizens with relevant information and skills for promoting accountability in the public and private sector.
2. Create awareness on the adoption and implementation of Administration of Criminal Justice Act in Nigeria in relation to corruption and fair trial processes
3. To contribute to reducing corruption, promote judicial transparency in processing anti-corruption cases; and enhance accountability in the criminal justice system in Nigeria.

The Jingles would be in the following languages formats:

- Pidgin • English • Hausa • Igbo • Yoruba

The Ads Banner would be in the following languages formats:

Ads Banner Size 280×270 pixels, Banner Size 300×250 pixels, Banner Size 468×60 pixels, Banner Size 120×600 pixels

ELIGIBILITY

CLEEN will rate quotation based on the following factors:

- Cost and geographical audience of the online newspaper/blog/radio
- Visibility of the online newspaper/blog/radio on social media platform

REMUNERATION

The remuneration will be an all-inclusive contract fees to be initiated upon contract signature, and in compliance with the CLEEN Foundation established vendor or consultants' remuneration scale considering requisite qualifications and experience.

Kindly send all your quotations to procurement@cleen.org on or before 14th March 2018