



February 23, 2022

Qualifying Agencies, Entities and Companies:

REQUEST FOR PROPOSAL FOR ADVERTISING SERVICES

It is necessary to hire services in strategic communications of an entity with the capacity to coordinate and develop public dissemination strategies, as well as in the negotiation and purchase of space through all Puerto Rico's Media Platforms to comply with the Puerto Rico Traffic Safety Commission (PRTSC) vicarious responsibility to implement strategic plans to prevent and reduce traffic deaths in the Commonwealth of Puerto Rico... and reduce traffic injuries, as establish on PR Act 33-1972, for federal fiscal year 2021-2022 (October 1, 2021 to September 30, 2022). Therefore, the PRTSC is extending an invitation for proposal submission for campaign publication.

Proposal Budget \$1,430,000.00

Proposal must contain cost breakdown for services with **minimum cost and maximum cost**, Timeframe period **for at least thirteen (13) Media Campaigns** with the following requirements:

Media Buy Plans - Budget cost suggestion per campaign

- ♦ Will submit Media Buy Plan strategies in accordance with target audience, to achieve engagement focus on specific market segment. The purchase amount and specific media platform should include parameters as population, TGRPS goals, gross impressions, media distribution with percentage suggestion after considering market studies, analysis, media tendencies, circulation, among other relevant information.
- ♦ Media Buy Plan Strategies publications will focus effort to obtain at least 2+ frequency in exposing the message to reach target audience* in accordance with publication period and media consumption (audience rating points/impressions). Frequency projection and investment analysis per campaign must be indicated along with purchase amount suggestion.

Deadline is Sunday, March 6, 2022, at 11:59pm

Supplier must submit a Professional Profile and comply with the Government of PR requirements for contract. Proposal must be sent via email to comunicaciones@cst.pr.gov.

*Please use the PRTSC 2022 Strategic Communications Plan (SCP) included on website www.seguridadeneltransito.com as reference and to identify target market and applicable campaigns according to the Media Calendar included in the PRTSC 2022 SCP.

