



TERMS OF REFERENCE (TOR) FOR THE EXPANDED PUBLIC WORKS PROGRAMME FOR NEWSPAPER ADVERTORIALS PLACEMENTS IN FULL COLOUR, LAYOUT AND DESIGN.

1. PURPOSE

The purpose of these Terms of Reference (ToR) is to provide clear guidelines for the procurement of newspaper advertorials

2. BACKGROUND

The Expanded Public Works Programme (EPWP) is one of many Programmes offered by Government to alleviate poverty and provide income relief through short-term to medium-term work opportunities for the poor and unemployed. The EPWP is a nationwide programme coordinated by Department of Public works (DPW) implemented by public bodies from all spheres of government (according to their mandates and existing budgets).

3. ASSIGNMENT

The EPWP PR and Communications Directorate is responsible for the procurement of any related branded materials for the Organisation. The branded materials include: the design, layout and printing of newspaper advertorial placement..

The design, layout and printing of newspaper advertorial placements is guided by the desired specification and quantity required by internal stakeholders.

3.1 specifications

Services for the following specifications are required:

1. Layout, creative design, printing and placements of newspaper advertorials in full colour

Sizes of the advertorials

(20 cm X 8 col)

Newspapers identified

1. Sowetan
2. Daily Sun
3. The Star

Placements date (month of November 2023)

Service provider to produce two different designs for Sowetan, Daily Sun and The Star as the content is different

Terms and Conditions:

- The service provider to provide sample artwork for approval and printing

The first edition of the EPWP corporate identity manual was produced in 2007, introducing the EPWP logo under the National Department of Public Works, together with the sector lead departments (Department of Social Development, Department of Environmental Affairs and Department of Cooperative Governance and Traditional Affairs).



4. EXPERTISE OF THE SERVICE PROVIDER

The assignment shall be carried out by a service provider with the following competencies:

- Previous track record of supplying marketing materials.
- Sample of previous printed or embroidered apparel supplied to any government department or Organisation.
- Reference letter from any government department or Organisation.

5. ASSIGNMENT CHAMPION

The assignment will be championed by EPWP PR and Communication Directorate.

6. PROTECTION OF GOVERNMENT INFORMATION

The Service Provider is required to agree and undertake to abide by and adhere to government legislation, regulations and directives dealing with the protection of government information as if such legislation, regulations and directives were applicable to him/her and that all reasonable steps shall be taken to ensure that

persons under the management of the assignment who will be engaged in the fulfillment of the Service Provider's contractual obligations are aware of these statutory requirements. These statutory stipulations will continue to apply to them even after the expiry or termination of the contract.

7. CONFLICT OF INTEREST

The Service Provider shall at all times during the execution of the assignment use their best endeavours to ensure that no action is taken by themselves, their personnel, agents or sub-contractors which may result in or give rise to the existence of conditions which are prejudicial to or in conflict with the best interests of the client.

Contact person



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