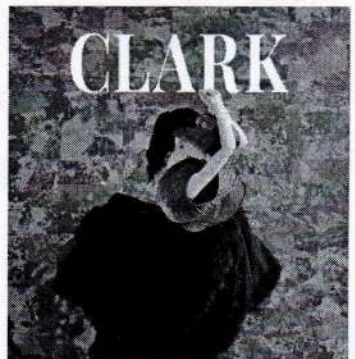
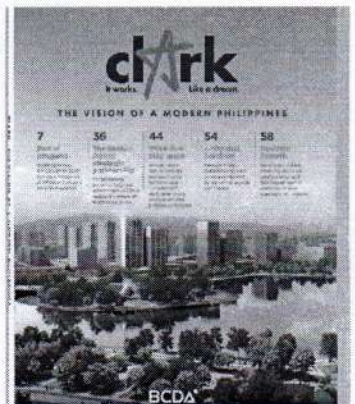
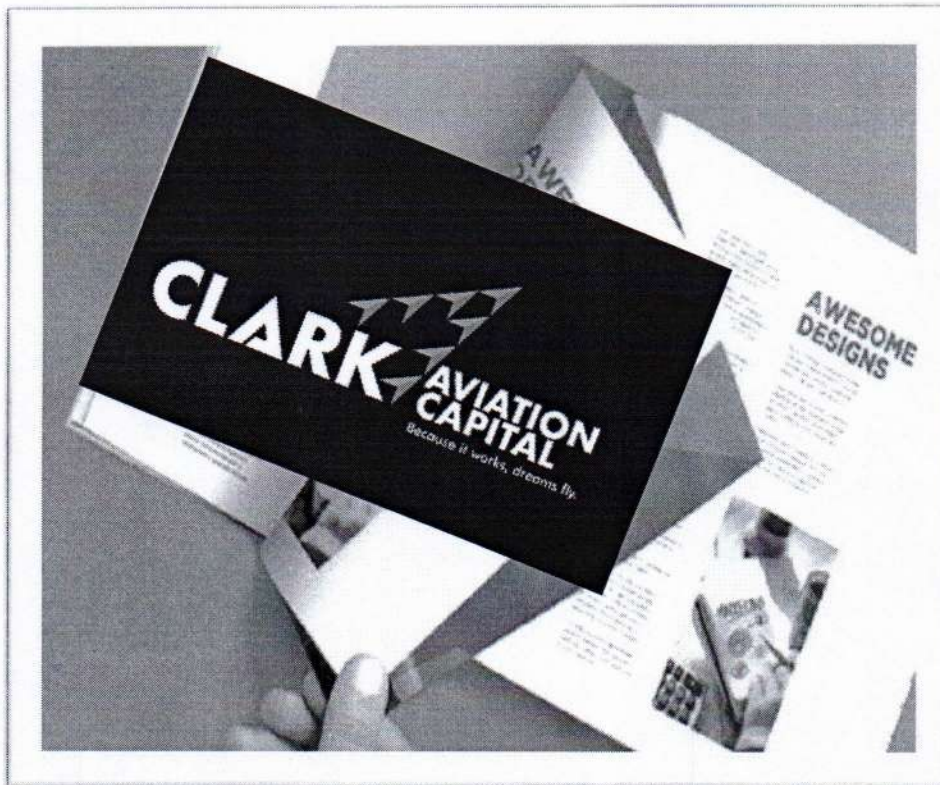


CLARK INTERNATIONAL AIRPORT CORPORATION  
TERMS OF REFERENCE  
2024

**CLARK AVIATION CAPITAL**  
BUSINESS MAGAZINE



MAGAZINE MOCK-UP/ SAMPLES ARE FOR DEMONSTRATION PURPOSES ONLY

**CLARK AVIATION CAPITAL BUSINESS MAGAZINE  
TERMS OF REFERENCE/TECHNICAL  
SPECIFICATIONS**

Number of Copies	600 – 700
Printing Specifications	<p>Color: Full Color  Pages: 60 pages  <b>Cover: Size: 14" x 9" (S)/7" x 9" (F); 4/0;</b>  Stock paper: Preferred paper: Tokata 160 gsm  Option 2 paper: Mohawk Superfine Eggshell Ultra White 216 gsm File Supplied; w/Perfect Binding; 4 pages;  Cover printing: Digital  <b>Inside: Size: 14" x 9" (S)/7" x 9" (F); 4/4;</b>  Stock Paper: Preferred paper: Tokata 100 gsm  Option 2: Munken Polar Rough White 90 gsm File Supplied; w/Folding and collating; 60 pages; Offset  Inside Printing: Offset</p>
Production Timeline <i>(From pre-production planning, printing to delivery)</i>	Two to three (3) months or 90 days
Other Technical Deliverables	<p>Assistance in conceptualization, design/layout, photography, cover photo, magazine title, printing, editing of raw materials, conduct of interviews, and copywriting and editing; with minimum of one (1) day shoot (on-site) with assistance from the CIAC creatives team during filming/shoot;</p> <p>Distribution of printed and/or digital version of the magazine to top hotels, corporations, aviation, airports, airlines, and business groups targeted and approved by CIAC at no additional cost.</p>
Terms of Payment	100% upon delivery and confirmation of acceptance by CIAC
Project Cost including 12% Vat	PESOS: Nine Hundred and Ninety Thousand (P990,000.00) Inclusive of all applicable taxes, fees, and incidental charges

**Grading Scale for Clark Aviation Capital Business Magazine**

Bidders will be graded on each criterion based on the following scale:

Score	Description
<b>10</b>	<b>Excellent – Exceeds all requirements</b>
<b>8-9</b>	<b>Very Good – Meets all requirements</b>
<b>6-7</b>	<b>Good – Meets most requirements</b>
<b>4-5</b>	<b>Fair – Meets minimum requirements</b>
<b>1-3</b>	<b>Poor – Does not meet key requirements</b>

**Sample Evaluation Table:**

Bidder/Supplier	Price Competitiveness (30%)	Printing Quality (25%)	Distribution Capacity (20%)	Experience (10%)	Compliance (10%)	TAT (5%)	Total Score
Bidder A							
Bidder B							
Bidder C							

### **1. Price Competitiveness (30%)**

10 points: The bidder offers the lowest price while fully meeting or exceeding all quality and technical requirements.

9 points: The bidder offers a price close to the lowest bid, with some minor advantages (e.g., additional services or value-added benefits) that justify a slightly higher price.

7-8 points: The bidder's price is competitive, though higher than the lowest bid, with no significant value-added benefits.

4-6 points: The bidder's price is considerably higher than others, offering no clear advantages that justify the premium cost.

1-3 points: The bidder's price is unreasonably high compared to other bids, without any benefits or justifications.

### **2. Printing Quality (25%)**

10 points: The bidder provides samples or references demonstrating excellent quality, exceeding industry standards (e.g., sharp printing, vibrant colors, precise finishing, high durability).

9 points: The bidder's quality meets all requirements, with minor enhancements or better than average output.

7-8 points: The bidder provides satisfactory quality, meeting most but not all expectations, with slight room for improvement in materials or finishing.

4-6 points: The bidder's quality is below expectations, with visible flaws or lower-grade materials used, though still within acceptable ranges.

1-3 points: The bidder fails to meet basic printing quality requirements, with significant defects or substandard materials.

### **3. Distribution Capacity (20%)**

10 points: The bidder has an outstanding logistics network with proven capability to deliver all magazines on time, even under challenging conditions (e.g., remote locations, tight schedules).

9 points: The bidder demonstrates strong distribution capabilities, with only minor areas for improvement, such as slightly longer delivery windows or minor risks in delivery coverage.

7-8 points: The bidder meets distribution requirements adequately, with acceptable delivery times and capacity, but with limited flexibility or coverage.

4-6 points: The bidder has limited distribution capabilities, showing some weaknesses in meeting tight deadlines or covering all specified areas.

1-3 points: The bidder lacks adequate distribution capacity, posing serious risks of delayed or incomplete deliveries.

#### **4. Experience and Track Record (10%)**

10 points: The bidder has extensive experience with similar large-scale projects, excellent references, and a flawless track record of timely, high-quality delivery.

9 points: The bidder has significant experience, with positive references and only minor issues in past projects.

7-8 points: The bidder has moderate experience with some similar projects, with a few neutral or mixed reviews.

4-6 points: The bidder has limited experience, or their track record includes some significant problems or complaints from previous clients.

1-3 points: The bidder lacks relevant experience or has a poor track record, with multiple client complaints or failed projects.

#### **5. Compliance with Specifications (10%)**

10 points: The bidder meets or exceeds all technical and legal specifications, providing detailed documentation and guarantees.

9 points: The bidder meets all specifications, with only minor discrepancies or questions that can be easily resolved.

7-8 points: The bidder complies with most requirements, but some aspects of the proposal need clarification or improvement.

4-6 points: The bidder only meets the minimum requirements, with noticeable gaps in documentation or compliance with technical specifications.

1-3 points: The bidder fails to meet key technical specifications, creating serious risks for the project.

#### **6. Turnaround Time (5%)**

10 points: The bidder can deliver the entire project well ahead of the required deadline, demonstrating excellent efficiency and planning.

9 points: The bidder offers a turnaround time that is slightly better than the required deadline, with only minor areas of improvement.

7-8 points: The bidder meets the required turnaround time with no delays, but no exceptional efficiency.

4-6 points: The bidder meets the minimum turnaround time but shows risks of minor delays or lacks flexibility for urgent changes.

1-3 points: The bidder's proposed turnaround time is below expectations, posing significant risk for project delays.