



NATIONAL LIBRARY OF SOUTH AFRICA

228 Johannes Ramakhoase Street
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0001

5 Queen Victoria Street
Cape Town
8001

TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING SERVICES

CLOSING DATE: 22 APRIL 2026

TIME:11:00

NB: All proposal/quotation must be submitted to Quotations@nlsa.ac.za, kindly note that failure to submit via this email address will result in your proposal /quotation being rejected and disqualified.

1. BACKGROUND

The National Library of South Africa (NLSA) is a premier African institution tasked with the collection, preservation, and dissemination of South Africa's national documentary heritage. As a custodian of this heritage, NLSA promotes awareness, appreciation, and access to published works both nationally and internationally, contributing significantly to the country's cultural development and prosperity. The NLSA operates from its campuses located in Pretoria and Cape Town.

2. SCOPE OF WORK

The NLSA seeks to procure the services of a suitably qualified and experienced service provider to provide Media Buying and Placement Services.

Specifications

Project	Description	Quantity
Print and online Publication	Booking of placement of a 600 – 900 words article with image in the following newspapers:	-
	- Regional Newspaper- Western Cape based (Print and online)	1
	- National Daily Newspaper (Print and online)	1

The following are key deliverables for the service provider:

- Undertake negotiations with media owners to secure the most cost-effective pricing that creates added value to the NLSA brand;
- Book media space on behalf of the NLSA
- Ensure that the placement appears in publications and/or broadcast media; and provide proof of the placement;
- Able to respond to short lead times and booking requests;
- Provide electronic versions of all approved content for uploading on the NLSA website and social media platforms within three (3) days of the advertisement being approved. The produced content must be provided to the NLSA as an open file.

3. NLSA'S RIGHTS

The NLSA is entitled to amend any RFQ conditions, RFQ validity period, RFQ terms of reference, or

extend the RFQ's closing date, all before the RFQ closing date. All Bidders, to whom the Bid documents have been issued and where the NLSA has a record of such Bidders, may be advised in writing of such amendments in good time and any such changes will also be posted on the NLSA's website under the relevant Bid information. All prospective Bidders must, therefore, ensure that they visit the website regularly and before they submit their Bid response to ensure that they are kept updated on any amendments in this regard.

4. DURATION OF THE PROJECT

The contract will commence once the NLSA has issued the official Purchase Order

5. CONDITIONS OF RFQ

5.1. The NLSA reserves the right not to accept the lowest proposal.

5.2. The NLSA reserves the right to appoint one or more Bidders.

5.3. The NLSA reserves the right not to award the contract.

5.4. The NLSA reserves the right to have any documentation, submitted by the successful Bidder checked or inspected by any other person or organisation.

5.5. The NLSA will not be held responsible for any costs incurred by the Bidder in the preparation and submission of the RFQ.

5.6. No upfront Payment will be done by NLSA.

5.7. The quotation is valid for a period of 30 days and may be extended at the discretion of the NLSA.

6. EVALUATION CRITERIA

6.1. Mandatory requirements:

N/A

6.2. Evaluation Stage one (1) – paper-based (100 points):

Bidders are expected to obtain a minimum of sixty (60) points out of one hundred (100) points available to proceed to the next evaluation stage. Failure to obtain the prescribed points will automatically disqualify the bidder from proceeding to the next evaluation stage.

No		Weight	Point	Score
2.	Relevant Experience	60		

	The service provider is to provide reference letters demonstrating proven experience in Media buying Reference letter must be signed and contain the following information: - Client letterhead - Scope of work 1 Reference letter = 5 points 2 Reference letters = 20 points 3 Reference letters = 40 points 4 Reference letters = 50 points 5 Reference letters or more = 60 points			
	The number of years providing media buying and placement services The bidder must provide a company profile that clearly indicates the number of years it has been in business, providing media buying and placement services. The bidder submitted a company profile that details the company's services and has more than 5 years of experience = 40 The bidder submitted a company profile that details the company's services and has less than 5 years of experience = 20 No company profile submitted = 0 points	40		
	TOTAL POINTS		100	
	Minimum points to pass this evaluation stage		60	

6.3. Preference Point System

In terms of Regulation 5 of the Preferential Procurement Regulations of 2022/23, Gazette Number 47452 dated 4 November 2022 pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000), responsive bids will be adjudicated by the State on the 80/20-preference point in terms of which points are awarded to bidders based on: -

- The bid price (maximum 80 points)
- Specific Goals (maximum of 20 points):

The following formula will be used to calculate the points out of 80 for price in respect of an invitation for a tender, inclusive of all applicable taxes.

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where-

P_s = Points scored for price of tender under consideration;

P_t = Price of tender under consideration; and

$P_{\min}$ = Price of lowest acceptable tender.

- Specific Goals (maximum of 20 points): 100% Black owned (20 points), 10 points for other than 100% black owned.
 - **The Central Supplier Database report will provide evidence of Black Ownership status.**

6.4. Stage 3: Pricing

6.4.1. Quotation must provide a pricing schedule which clearly sets out the cost of providing the services including any applicable charges.

6.4.2. The pricing schedule must clearly indicate the unit or item price as well as total price for the requested.

6.4.3. **All cost items must be inclusive of VAT.**

7. ENQUIRIES

All enquiries regarding this RFQ must be directed to the SCM Office:

For any RFQ related enquiries please send to the following email address quoting the RFQ Reference Number, Bid. Description as a Reference; Patience.Shiburi@nlsa.ac.za and quotations@nlsa.ac.za OR (012) 402 3017