

**CORRIGENDUM TO  
REQUEST FOR PROPOSALS (RFP)  
for**

**Advertising Services Management in Peshawar BRT Corridor**

**Tender No. TPC/BD/RFP/ASM/2021/003**

**Date: April 29, 2021**

This Corrigendum will be part and parcel of original bidding document and shall supercede the contents/text contained in RFP for Advertising Services Management in Peshawar BRT Corridor.

**Schedule 4**

**Financial Offer**

*To be submitted by the Bidder on official letter head*

I, \_\_\_\_\_ (*name*), Pakistani, of legal age, with office address at \_\_\_\_\_ (*address*), Sole Proprietor or Authorized Representative of \_\_\_\_\_ (*Business/firm/company/ consortium*), hereby declare for and on behalf of \_\_\_\_\_ (*name of Business/firm/company/ consortium*) that:

1. \_\_\_\_\_ (*name of Bidder*) has examined the information provided in the Request for Proposals (including annexures) and the Service Agreement;
2. \_\_\_\_\_ (*name of Bidder*) has examined the properties (Advertising Spaces) and made all due diligence in estimation of revenue as well as costs envisioned under the Agreement;
3. \_\_\_\_\_ (*name of Bidder*) hereby submits its Financial Offer, for undertaking the Service Agreement, which shall remain valid and binding upon (-----  
-----*name of Bidder*) for a period of one hundred eighty (180) days from the Proposal Opening Date; and
4. Total rent offered for three (03) years by \_\_\_\_\_ (*name of Bidder*) is of an amount of (*amount in words & integer*) Pakistani Rupees.

| Year                             | Quarter | Rent for Street light poles for display of (6x3ft) Aluminum/Steel framed Streamers fixed at 10-15 ft. height from ground level (As per specification in Appendix A) (QTY 250) | Rent for Double sided (Two-way traffic) Pillar advertisement for display of (10x5ft) Aluminium/Steel frames fixed at 10ft from ground level (As per specification in Appendix A) (QTY 100) | Rent for Digital Pole Streamer P-6 Outdoor SMD for display (6x3ft) fixed at 10-15 ft. height from ground level (As per specification in Appendix A) (QTY 60) | Rent for Double Sided (Two-way traffic) Pedestrian Bridge Banner for display of (50x4ft) Aluminum/Steel framed banner fixed towards two-way traffic (As per specification in Appendix A) (QTY 10) |
|----------------------------------|---------|---|--|--|---|
| 1                                | 1       |   |  |  |   |
|                                  | 2       |   |  |  |   |
|                                  | 3       |   |  |  |   |
|                                  | 4       |   |  |  |   |
| 2                                | 1       |   |  |  |   |
|                                  | 2       |   |  |  |   |
|                                  | 3       |   |  |  |   |
|                                  | 4       |   |  |  |   |
| 3                                | 1       |   |  |  |   |
|                                  | 2       |   |  |  |   |
|                                  | 3       |   |  |  |   |
|                                  | 4       |   |  |  |   |
| <b>Sub-Total</b>                 |         | <b>I</b>  | <b>II</b>  | <b>III</b>   | <b>IV</b>   |
| <b>Grand Total (I+II+III+IV)</b> |         |   |  |  |   |

For and on behalf of \_\_\_\_\_ (*name of Bidder*)

(*signature of Authorized Representative*)

\_\_\_\_\_

(*name, title and date*)

APPENDIX A

ADVERTISING SPACES



**APPENDIX-A**

**ADVERTISING ITEM SPECIFICATION**

|   |   |
|---|---|
| <p><b><u>ITEM # 1:</u></b></p> <p><b><u>STREET LIGHT POLE STREAMER:</u></b> (Light poles assigned after Tehkal Payan station till the start of Tehkal Bala station and in continuation from University Town Junction to Karkhano Market (excluding elevated portion))</p> <ul style="list-style-type: none"> <li>• <b>(Dimension: 6 X 3 ft (72 (H) X 36 (W) Inches)</b></li> <li>• <b>Outer frame: 2 inches</b></li> <li>• <b>Corrosion Protection Aluminium/Steel frame with thickness between 18 to 20 gauge.</b></li> <li>• <b>Shape: Rectangle</b></li> <li>• <b>Type: Non-Lighting</b></li> <li>• <b>Installation: Fixed Top and bottom clamps.</b></li> </ul> | <p><b><u>ITEM # 2:</u></b></p> <p><b><u>PEDESTRIAN BRIDGE BANNER:</u></b> (Pedestrian bridges assigned from Tehkal Bala to Hospital chowk Station (excluding Mall of Hayatabad station i.e., elevated))</p> <ul style="list-style-type: none"> <li>• <b>Dimension: 50 X 4 ft (600 (W) X 48 (H) Inches)</b></li> <li>• <b>Corrosion Protection Aluminium/Steel frame with thickness between 18 to 20 gauge. Angle iron for support between the Banner frame and bridge railing shall be 1.5 to 2 inches. Front panel sheet for flex installation shall be at least thickness of 28 gauge.</b></li> <li>• <b>Shape: Rectangle</b></li> <li>• <b>Type: Non- Lighting</b></li> <li>• <b>Installation: to be fixed at all corners with the bridge railing for firm support.</b></li> </ul> |
|---|---|

**AGREEMENT FOR ADVERTISING SERVICES MANAGEMENT AT PESHAWAR BRT CORRIDOR**

*BETWEEN*

**TRANSPESHAWAR (The Urban Mobility Company)**

and

[SERVICE PROVIDER]

**ANNEX B**  
**ADVERTISING LOCATIONS**



**ANNEX C**  
**RENT DEPOSIT AND RENT DEPOSIT ACCOUNT**

| Year      | Quarter                          | Rent for Street light poles for display of (6x3ft) Aluminium/Steel framed Streamers fixed at 10-15 ft. height from ground level (As per specification in Annex E) (QTY 250) | Rent for Double sided (Two-way traffic) Pillar advertisement for display of (10x5ft) Aluminium/Steel frames fixed at 10ft from ground level (As per specification in Annex E) (QTY 100) | Rent for Digital Pole Streamer P-6 Outdoor SMD for display (6x3ft) fixed at 10-15 ft. height from ground level (As per specification in Annex E) (QTY 60) | Rent for Double Sided (Two-way traffic) Pedestrian Bridge Banner for display of (50x4ft) Aluminium/Steel framed banner fixed towards two-way traffic (As per specification in Annex E) (QTY 10) |
|-----------|----------------------------------|---|---|---|---|
|           |                                  | I   | II  | III   | IV  |
| 1         | 1                                |   |   |   |   |
|           | 2                                |   |   |   |   |
|           | 3                                |   |   |   |   |
|           | 4                                |   |   |   |   |
| 2         | 1                                |   |   |   |   |
|           | 2                                |   |   |   |   |
|           | 3                                |   |   |   |   |
|           | 4                                |   |   |   |   |
| 3         | 1                                |   |   |   |   |
|           | 2                                |   |   |   |   |
|           | 3                                |   |   |   |   |
|           | 4                                |   |   |   |   |
| Sub-Total |                                  | I   | II  | III   | IV  |
|           | <b>Grand Total (I+II+III+IV)</b> |   |   |   |   |

Rent Deposit Account details are as follows:

**CEO TRANSPESHAWAR**

**Bank Name: The Bank of Khyber**

**Account Number: 0001 0000 1182 4005**

ANNEX E

ADVERTISING ITEM SPECIFICATION

|   |   |
|---|---|
| <p><b><u>ITEM # 1:</u></b></p> <p><b><u>STREET LIGHT POLE STREAMER:</u></b> (Light poles assigned after Tehkal Payan station till the start of Tehkal Bala station and in continuation from University Town Junction to Karkhano Market (excluding elevated portion)</p> <ul style="list-style-type: none"><li>• <b>(Dimension: 6 X 3 ft (72 (H) X 36 (W) Inches)</b></li><li>• <b>Outer frame: 2 inches</b></li><li>• <b>Corrosion Protection Aluminium/Steel frame with thickness between 18 to 20 gauge.</b></li><li>• <b>Shape: Rectangle</b></li><li>• <b>Type: Non-Lighting</b></li><li>• <b>Installation: Fixed Top and bottom clamps.</b></li></ul> | <p><b><u>ITEM # 2:</u></b></p> <p><b><u>PEDESTRIAN BRIDGE BANNER:</u></b> (Pedestrian bridges assigned from Tehkal Bala to Hospital chowk Station (excluding Mall of Hayatabad station i.e., elevated))</p> <ul style="list-style-type: none"><li>• <b>Dimension: 50 X 4 ft (600 (W) X 48 (H) Inches)</b></li><li>• <b>Corrosion Protection Aluminium/Steel frame with thickness between 18 to 20 gauge. Angle iron for support between the Banner frame and bridge railing shall be 1.5 to 2 inches. Front panel sheet for flex installation shall be at least thickness of 28 gauge.</b></li><li>• <b>Shape: Rectangle</b></li><li>• <b>Type: Non- Lighting</b></li><li>• <b>Installation: to be fixed at all corners with the bridge railing for firm support.</b></li></ul> |
|---|---|