

Eddie Baza Calvo
Governor



Anthony C. Blaz
Director, Dept. of Admin.

GENERAL SERVICES AGENCY
Government of Guam
148 Route 1 Marine Drive Corp
Piti, Guam 96915

Ray Tenorio
Lt. Governor

Alfred F. Duenas
Deputy Director

August 20, 2015

Invitation for Bid GSA-096-15
MEDIA SERVICES – TSUNAMI PROGRAM

AMENDMENT #1

1. Amend to change "BID OPENING" date from August 20, 2015 at 9:00am to now read August 24, 2015 at 2:00pm
2. Amend to replace page 29 of 29 to now read "Revised 8/20/15" Page 29 of 30 & Page 30 of 30 (Attached)

All others remains unchanged.


CLAUDIA S. ACFALLE
Chief Procurement Officer

ITEM NO.	DESCRIPTION	QTY. / UOM	MONTHLY PRICE	EXTENDED PRICE
1.1	Radio Airtime to run Tsunami Mikenna Commercials per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	60 Second Commercial		_____	
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

2.1	Television Airtime to run Tsunami Mikenna Commercials per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	60 Second Commercial to run in multiple radio stations		_____	
	Commercial to run in multiple screens in food courts Located in Tamuning Region			
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

3.1	Movie Theater Airtime to run Tsunami Mikenna Commercials as per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	Commercials to run in multiple screens In theaters located in the Dededo Region		_____	
	Commercials to run in multiple screens In theaters located in the Tamuning Region		_____	
	Commercials to run in multiple screens In theaters located in the Agana Region		_____	
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

ITEM NO.	DESCRIPTION	QTY. / UOM	MONTHLY PRICE	EXTENDED PRICE
4.1	Tsunami Mikenna Commercial To run in Outdoor Digital Billboard as per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	60 Second Commercial		_____	
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

5.1	Tsunami Mikenna Commercial To run in FoodCourt Screens as per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	60 Second Commercial to run in multiple screens Located in FoodCourts		_____	
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

6.1	Tsunami Mikenna Commercial To run in UOG and GCC Campus as per the following specifications:	4 MOS.	\$ _____	\$ _____
	<u>SPECIFICATIONS:</u>		<u>BIDDING ON / REMARKS:</u>	
	60 Second Commercial to run in multiple screens Located in UOG and GCC		_____	
	Bidder must provide proof of product before final airtime		_____	
	Electronic copy of design to be provided by end-user		_____	

These specifications has been developed and approved by the staff of Office of Homeland Security/Office of Civil Defense:

Prepared By: Pilar Carbullido, Program Coordinator III

Approved By: Charles Esteves, Administrator Office of Civil Defense