

FINANCIAL BID FOR THE WORKS OF MARKETING, ADVERTISING AND MEDIA PLANNING

Sr. No.	Description of Item	Tentative quantity	Cost Per Unit (in INR)	Applicable taxes (in INR)	Sub-Total Cost (in INR)
1	Detailed Promotion and Media Strategy including the comprehensive media planning	1			
2	Creative design				
	Newspaper Ads				
	Newspaper Ad in Gujarati/Hindi/English	5			
	Magazine Ad	10			
	Advertorial – 2 pages	5			
	Booklet/ Brochure				
	Booklet (20 pages) – per page	50			
	Leaflet – front back	25			
	Calendar – per page	3			
	Brochure – per page	20			
	Compendium book per page	5			
	Premium Catalogue Per Page	5			
	Certificate with Names	10			
	Exhibition Panels	50			
	Logo Design	5			
	Invitation Card with Envelope Design	20			
	E Invitation	20			
Other promotional Material	30				
3	Photography– per day	50			
4	Premium Photography for product for Catalogue and other promotional material– per product	1000			
5	Videography for function – per day	20			

6	Social Media Management and Creative Designs and videos/reels for social media – Instagram, Facebook, Twitter, YouTube, LinkedIn This includes salary of all 4 resource persons to be deputed at GLPC office, Influencers , Paid promotion as and when required etc. (Per month cost)	12 Months			
7	Creatives for New Media (Web Banner, Blogs etc.)	10			
8	Creatives for Outdoor Media				
	Hoarding	30			
	Poster	30			
	Bus Panel	10			
	Digital Signage	10			
Wall Painting	10				
9	Write-up Speech for Minister/SHGs, Press note in multiple languages / Other Writeups	30			
10	Translation within languages like Gujarati, Hindi, English – per word	30			
11	Wall calendar printing Paper : 350gsm, Multicolour printing with special process, High End Quality Title - 1 Page, On Top Wiro Binding, Including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat	1000			
	Desk calendar printing Paper : 350 gsm, Multicolour printing with special process, High End Quality				

12	Printing : Title - 1 Page, Board Binding & proper support with TOP Wiro Binding, including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat	1000			
13	Printing of booklet (Including Spiral) Paper - 130/ 170 gsm front back printing A4 size booklet - Pages may differed time to time (Price shall be quoted per page for printing)	50			
14	Printing of compendium book /coffee table book (Paper - 300 gsm, High End Quality Lamination / Texture / Title page process to be made, Hard Binding) (Price shall be quoted per page for printing)	100			
15	Hard Bound Diary - With special customised design on front and back -- inside 100 pages with ruled	500			
16	Printing of visiting card (Paper - Minimum 300 gsm, front and Back)	1000			
17	Printing of Leafelt (front and back side)	1000			
18	Roll Up Standee with flex printing and mounting size: 3 X 6	30			
19	Brochure / Premium Book Gift Hampering Book (Paper - Minimum - 300 gsm , front and Back, With Special effects on Title pages)	20			
20	Printing of Paper Bag (Paper - 250 GSM with Lamination. With Multicolour Printing Size: (18 x 13 x 4)	500			

21	Certificate Printing with thick Lamination	500			
22	Frame for Certificate/other items	500			
23	Gift Boxes (Hamper Box)	1000			
24	Notepad Printing (Paper title page 130 GSM, inside Page - 20 no's, with Centre pin binding / spiral)	1000			
25	File Folder (Jute/Cloth)	500			
26	File Folder Plastic (With Button)	500			
27	Leather Laptop Bag	200			
28	Steel Insulated Water Bottles	200			
29	Jute Tote Bag with Logo branding on both sides	1000			
30	Pen (Gel pen with Logo suggested by GLPC)	1000			
31	Cloud based State IEC Library	1			
32	Overall Impact Assessment	1			
TOTAL COST					

Note:

- All taxes/GST is included in the above rate as per Gem portal terms & condition.
- The grand total of above will be considered for final evaluation.
- The rate quoted by the bidder in the above-mentioned financial bid will be fixed for the entire contract period and cannot be altered in future. Tentative quantity is indicated for 1 year duration.
- Unreasonable bids may lead to disqualification i.e. if agency will quote unreasonable or quote any item as Zero (0) , in such case it may lead to disqualification.