

**Request for Proposals  
For  
TV Commercials and Outdoor Advertising – Billboards**

**Issued by:**



**Address:**

**INSTA Telecom**

House No.303 Street No.3

Shash Darak District No.9

Kabul – Afghanistan.

Email: [sales@instatelecom.com](mailto:sales@instatelecom.com)

**RFP due date: 12<sup>th</sup> July, 2018 - 14:00 Hrs.**

## **I. General Information**

### **A. Purpose**

This request for proposal is for the purpose of entering into an agreement with an advertising agency for creating TV commercials, billboard designs and placement.

The TV ads duration shall be 10, 20, and 30 seconds based on selected products and services.

We are also looking for Printing Press companies, who can provide billboard designs, printings and leasing services.

All interested vendors shall send their proposals by email; the proposal will include the following:

- Conceptual draft for creating ads for DSL Internet Services (limited and unlimited), home entertainments, internet for small businesses, internet for households and etc.
- The vendors should provide their existing works and concepts samples either by uploading their works in Dropbox/Google Drive and share link or by writing all into a DVD and sending it to Insta Telecom Main Office.

Questions and queries will be entertained only by writing to [sales@instatelecom.com](mailto:sales@instatelecom.com) at least 24 hours before the deadline, please send your proposals no later than 12<sup>th</sup> July 2018.

### **B. Instructions on Proposal Submission**

#### **1. Closing Submission Date**

**Proposals must be submitted no later than 14:00 PM. on Thursday, 12<sup>th</sup> July, 2018.**

All proposals must comply with the provisions of all applicable laws and regulations enacted in the bylaws of Islamic republic of Afghanistan.

#### **2. Addenda**

INSTA Telecom reserves the right to issue addenda to this Request for Proposals (RFP). If it becomes necessary to revise any part of this RFP, addenda will be provided in writing to all prospective Offerors who have registered their participation by sending an email to [sales@instatelecom.com](mailto:sales@instatelecom.com). The addenda shall be deemed a part of this RFP.

#### **3. Conditions of Proposal**

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the bidder and will not be reimbursed by INSTA Telecom.

#### **4. Instructions to Prospective Bidders**

Please submit proposals via e-mail to [sales@instatelecom.com](mailto:sales@instatelecom.com) or in a sealed envelope marked:

Proposal for TV Commercials and Outdoor Advertising – Billboards

#### **Sales Department**

#### **INSTA Telecom**

House No.303 Street No.3

Shash Darak District No.9

Kabul – Afghanistan

#### **5. Right to Reject**

INSTA Telecom reserves the right to reject any and all proposals received in response to this RFP if it is in its best interests. A contract for the accepted proposal will be based upon the factors described in this RFP and may include any or all parts of the proposal.

#### **6. Other Conditions**

- All proposal prices submitted in response to this RFP must remain firm for sixty (60 days) after the proposal opening.
- All bids submitted in response to this RFP, plus any other related materials, submitted by Offerors, will become the property of the INSTA and will not be returned to Offerors.
- By submission of a proposal, the Offeror agrees, if its proposal is accepted, to enter into a contract with the INSTA Telecom that incorporates all of the requirements of this RFP. The Offeror further accepts all of the terms and conditions of this RFP.
- INSTA Telecom may cancel this RFP and reject in whole or in part any and all proposals if the company determines that cancellation or rejection serves the best interest of the company.