



ENERIE ȘI BIOMASĂ

Resurse energetice alternative pentru Moldova



Broadcasting Social Video and Audio Spots RFQ15/01131

Clarifications to queries received by email:

Q: In Broadcasting Plan we had notice that will be placed 7 minutes spot, please clarify if it will be standard TV spot, or it will be reportage that need to place in News program?

A: The above mentioned video material falls into the category of "filler" spot and can be placed within the news programme as well as within dedicated airing spaces.

Q: Please clarify if we can prepare some recommendation and/or additional proposal (according to brief), besides those that are marked in QUOTATION?

A: The competitors have to strictly follow the quotation requests. Therewith, the competitors can propose broadcasting of the video and audio spots at other TV & Radio channels pro-bono, with no charge of money.

Q: What is the main target audience on which will be aimed project?

A: The target audience depends on the spot and covers local public authorities, managers of public institutions, entrepreneurs, academia, youth etc.

Q: May individual Channels participate in the bidding with partial offers quoting only for their own Channel broadcasting, or offers should be submitted through media agencies that cover entire range of channels?

A: In accordance with the bidding documents partial quotations, per item, are permitted. Thus individual channels are allowed to participate in the competition, in their own capacity, with partial quotes for their own channel broadcasting requirements.

Q: Question about TV Canal Regional - Shall we propose a list of Regional Channels or you have your own list of such channels and can send it to us?

A: TV Canal Regional is the name of the TV Channel (web page: <http://www.canalregional.md>)

Q: Please specify the conditions for cancelation of contract.

A: Please see the Contract General Terms and Conditions attached to solicitation documents as Annex 3.

Q: Can you send us the VAT exemption letter?

A: The VAT exemption letter will be given only to the selected contractors. VAT exemption is applied in accordance with the Government Decision 246 from 08.04.2010 (<http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=334259>)

Q: The broadcasting plan (Annex 1) specifies the time slot for Prime-Time from 18:00 to 22:00. However, for radio channels the Prime-Time period is considered from 17:00 to 20:00. In which time slot should the broadcasting of radio spots be included 18:00-22:00 or 17:00-20:00?

A: The broadcasting of Radio spots should be included under the normal prime-time period for radio channels, i.e. 17:00-20:00.

Moldova Energy and Biomass Project