



GOBIERNO DE PUERTO RICO
COMISIÓN PARA LA SEGURIDAD EN EL TRÁNSITO

September 21, 2021

Qualifying Agencies, Entities and Companies:

REQUEST FOR PROPOSAL FOR ADVERTISING SERVICES

It is necessary to hire services in strategic communications of an entity with the capacity to conceptualize, coordinate, produce, propose execution and production of public dissemination strategies, as well as in the negotiation and purchase of space through all Puerto Rico's Media Platforms, among others; to comply with the Puerto Rico Traffic Safety Commission (PRTSC) vicarious responsibility to implement strategic plans to prevent and reduce traffic deaths in the Commonwealth of Puerto Rico... and reduce traffic injuries, as establish on PR Act 33-1972, for federal fiscal year 2021-2022 (October 1, 2021 to September 30, 2022).

Therefore, the PRTSC is extending an invitation for proposal submission for campaign production and publication. The following requirements are solicited:

- ♦ Proposal must contain cost breakdown for services:
 - Creative, Conceptualization and Production of a new campaign that must include all pieces: (30s Video, 30s Audio, Digital art for social media, mobile apps *webanners*, and any other digital platform applicable, Art for Press, Out Door Media and other Print Media applicable, Educational Flyer 5"x7" with 15,000 prints).
 - Paid Media Pieces reproduction and editing (video, audio, digital and Social Media banners, Movie Theater, Outdoor Media, Print and any other applicable on high demand)
 - Educational Pieces (brochures, banners, flyers, posters, among others)
 - Media Buy Plan Strategies in accordance with media reality including target placement and media interest (audience points) frequency projection and investment analysis per target represented by percentage (%) purchase suggestion.
 - Timeframe for individual service
- ♦ Submit a Professional Profile.
- ♦ Comply with the Government of PR requirements for contract.
- ♦ Budget \$50,000 - \$250,000

Please use the PRTSC 2022 Strategic Communications Plan (SCP) as reference and guide. Proposal must be sent via email to comunicaciones@cst.pr.gov. Deadline is Thursday, September 30, 2021, at 11:59pm.

