27 June 2016

INVITATION TO QUOTE

APPOINTMENT OF ADVERTISING AGENCY FOR ADVERTISING SERVICES

The Institute of Singapore Chartered Accountants (ISCA) is looking for an advertising agency to work in partnership to raise revenue through publication and online advertising.

Advertising agencies are invited to submit proposals for the provision of the following service:

- Advertising sales for publication and online platforms

Please see the information below for reference.

1. About ISCA

The Institute of Singapore Chartered Accountants (ISCA) is the national accountancy body of Singapore. ISCA's vision is to be a globally recognised professional accountancy body, bringing value to our members, the profession and wider community. There are over 30,000 ISCA members making their stride in businesses across industries in Singapore and around the world.

Established in 1963, ISCA is an advocate of the interests of the profession. Possessing a Global Mindset, with Asian Insights, ISCA leverages its regional expertise, knowledge, and networks with diverse stakeholders to contribute towards Singapore's transformation into a global accountancy hub.

ISCA is the Administrator of the Singapore QP and the Designated Entity to confer the Chartered Accountant of Singapore - CA (Singapore) - designation.

ISCA is an Associate of Chartered Accountants Worldwide – supporting, developing and promoting over 325,000 Chartered Accountants in more than 180 countries around the world.

2. Advertising Channels

ISCA has an outreach of more than 30,000 members, majority of whom are CEOs, CFOs, Financial Controllers, business owners and audit and accountancy professionals. As the definitive standard-bearers of competence and excellence in the fields of accounting, finance and business, they are highly sought after in diverse business sectors.

In reaching out to our members, ISCA produces various advertising channels which offer advertising avenues and exposure to promote the brand, product and service offerings of advertisers.

Please see Appendix for the Advertising Channels.

3. Scope of Work and Deliverables

Advertising agency is to develop an integrated advertising proposal outlining strategies to promote the advertising space.

Key objective is to bring in at least S$130,000 yearly (inclusive of agency commission) in advertising revenue for ISCA across these platforms:

a. Digital Journal App/Digital Journal EDM – $100,000

b. E-newsletter/Corporate Website – $30,000

For financial year 2016, the advertising revenue will be prorated at S$60,000 (inclusive of agency commission) till the end of the year.

Tasks include:

ii. Canvass advertisement space to existing and new advertisers

iii. Provide monthly reports or updates to monitor the advertising plan and revenue

iv. Liaise with advertisers on the specifications and ensure timely submission of the advertisements

v. Advise, prepare, assist and be responsible for the production of any layouts, artworks and advertising copytext from advertisers, and supervise the quality control of these productions

4. Proposal Requirements

Agency will have to submit an advertising plan/strategy (hard and soft copy) to achieve the scope and deliverables as stated above.

The plan/strategy shall encompass (but not be limited to) the following:

i. Companies (local or otherwise) that are target segments which would provide relevant advertisements to our readers and members (eg. Lifestyle, IT related, Accountancy-related, Recruitment)

ii. Propose advertising rates according to market rates for advertising channels

iii. The account servicing manager should comprise of aptly qualified, competent and suitable personnel, who will liaise closely and regularly with the relevant officers from ISCA on advertising plans and creative needs

iv. Agency commission expected on a monthly basis

Interested parties are to submit the following items together with their proposals:

- Profiles of the company and the account servicing personnel;
- Agency commission and advertising rates;
- List of past projects and clientele list;
- Experience with digital advertising and other value-added services

Evaluation

The proposals will be evaluated based on the following criteria:

i. Credentials/Track record of agency

ii. Price competitiveness

iii. Qualification and time commitment of dedicated personnel

iv. Ability to provide a high level of customer service

5. Contract Period

The contract period is for a period of One and a Half year from the date of appointment with an option to renew an additional year.

Terms & Conditions

i. Offer must be valid for at least ninety (90) calendar days

ii. ISCA shall be under no obligation to accept the proposal with the lowest quote, or to enter into correspondence with any agency regarding reasons for non-acceptance of a quote

iii. ISCA reserves the right to accept or reject portions of the proposal when awarding the contract to the successful agency

iv. ISCA reserves the right to change the scope of work specifications within reasonable limits

v. The appointed agency cannot accept or be working for direct competitors of ISCA or companies that promote accountancy membership, examination and certification and Continuing Professional Education

vi. Submission must be made by 11 July 2016, 12pm to the following ISCA personnel:

ISCA Contact Details

Personnel in Charge:	Chia Suat Ning, Communications
Tel:	6597 5611 (DID)
Email:	suatning.chia@isca.org.sg
Date:	27 June 2016
Submission Deadline:	11 July 2016, 12pm

---------- END ----------

Appendix

Advertising Channel	Medium	Type of Advertisement	Frequency	Size
IS Chartered **A**ccountant Journal	Online/Mobile/ Print	- Full page - Box ad within article - Insertion in Contents Highlight page	Monthly	Refer to Annex B, Item 1 - 4
ISCA Journal EDM	Online/Mobile	Banner Ad (2)	Monthly	Refer to Annex B, Item 6
ISCA Corporate Website	Online	Skyscraper Ad (Rotational basis of up to 3 ads)	Monthly	Refer to Annex B, Item 7
ISCA Biweekly	Online/Mobile	Banner Ad (2)	Fortnight	Refer to Annex B, Item 5

ANNEX A

Company Name:	
Website URL:	
Contact Person:	
Email:	
Contact number:	
Itemised Plan:	

ANNEX B:

Item 1:

Full Page Ad (Portrait)
Size: 1536px x 1920px
File Size: Below 2mb
File Resolution: 100-200DPI
File Format: JPEG

Item 2:

Full Page Ad (Landscape)
Size: 2048px x 1408px
File Size: Below 2mb
File Resolution: 100-200DPI
File Format: JPEG

Item 3:

What Lies on the Horizon

The new year represents a new beginning and an opportunity for one to start afresh with renewed confidence and vigour.

I like to think of the new year as a new book with blank pages, where I can fill with new stories for the next 365 days. For my first chapter of the 2015 storybook, the title shall be ìInspire. Aspire.î

These two simple words have deep meanings. ìInspireî is abe[illegible] or feel
sor[illegible] hopes or
am[illegible] ough
ins[illegible] one has
asp[illegible] me to
pu[illegible] y profession.

Ad will be placed in a relevant article that the advertiser prefers

CR[illegible] OUNTANCY PR[illegible]

[illegible] Past President
of [illegible] nts (IFAC),
inf[illegible] ry
pre[illegible] ched on the importance of recruiting and developing talented individuals from our educational institutions. He was convinced that the current size of the global accountancy profession was insufficient to meet the increasing public demands being placed upon it. I share his views.

The CDAS1 recommendations released in 2010 were aimed at transforming and uplifting the entire Singapore accountancy sector. This required the development of specialisation pathways in areas such as internal audit, business valuation and international taxation to create vibrancy in the sector. To achieve this vibrancy, there is a need to build and increase human capital at all levels of the profession. This calls for a need to develop pathways to attract and facilitate the entry of those who aspire to join this respectable profession.

The Singapore Qualification Programme (Singapore QP), designed for graduates, is one of the possible pathways to the profession. However, with Asia set to experience a golden era of prosperity for the next 10 years, as

BY
GERARD EE

Box Ad Within An Article
Size: 300px x 150px
File Size: Below 300kb
File Resolution: 100-200DPI
File Format: JPEG

Item 4:

Insertion in Contents Page
Size: 180px x 150px
File Size: Below 60kb
File Resolution: 100-200DPI
File Format: JPEG

FOCUS
Find out more about the new lease accounting for lessees, the right-of-use accounting model, and the determination of whether a contract contains a lease.

ALL | IN TUNE | FOCUS
VIEWPOINT | TECHNICAL EXCELLENCE | FIRST LOOK

IN TUNE SMEs Seek Greater Regional Financing Capabilities to Facilitate Expansion

Ad will be placed here

IN TUNE ACRA Issues Audit Practice Bulletin on Group Audits

IN TUNE Bringing Members Up-to-date with ISCA-CFA Society Economic Updates

IN TUNE ISCA and SCFOI Strengthen Collaboration

IN TUNE ISCA Breakfast Talk: Digital Currency: From Disruptor to Business Game Changer

IN TUNE Be Tax Ready at Key Business Junctures

FOCUS Member Profile: Building Passion in His Career

Item 5:

ISCA INSTITUTE OF SINGAPORE CHARTERED ACCOUNTANTS

Web Version

Dear Mr. Tan

IN THE HEADLINES

Budget 2016: Targeted Help for Businesses Will Have Bigger Impact

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Read More

Financial Reporting Execs Most Worried About Internal Controls And Data Security: KPMG Poll

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Cybercrime Driving Corporate Investment in Forensic Data Analytics

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Experts Attack New Tax Proposal in UK

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Newsletter continues after this advertisement

Ad will be here

INSTITUTE NEWS

Budget 2016: Targeted Help for Businesses Will Have Bigger Impact

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ICAI Approaches Ministries for Double Accounting System

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How Can SMPs Brand Themselves More Effectively?

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Financial Reporting Execs Most Worried About Internal Controls And Data Security: KPMG Poll

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Experts Attack New Tax Proposal in UK

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TECHNICAL NEWS

Budget 2016: Targeted Help for Businesses Will Have Bigger Impact

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ICAI Approaches Ministries for Double Accounting System

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Newsletter continues after this advertisement

Ad will be here

TAX NEWS

Budget 2016: Targeted Help for Businesses Will Have Bigger Impact

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ISCA Biweekly
Size: 500px x 70px
File Size: Below 200kb
File Resolution: 100-200DPI
File Format: JPEG, PNG, GIF
*This is the temporary layout.
Final template will be confirmed by the end of July

Item 6:

INSTITUTE OF SINGAPORE CHARTERED ACCOUNTANTS

Web Version

Dear Member

IS Chartered Accountant Journal: June 2016

Journal EDM
Size: 500px x 70px
File Size: Below 200kb
File Resolution: 100-200DPI
File Format: JPEG, PNG, GIF
*This is the temporary layout. Final template will be confirmed by the end of July

Cover Story: The Way Forward

Highlights of the ISCA AGM 2015/2016, which was attended by a capacity crowd of over 500 members. This showed the keen interest among members in keeping abreast of the Institute's development.

Ad will be placed here

Focus

BEPS and Singapore

Given the global push for tax transparency and a more spontaneous exchange of information to tackle tax erosion, what policy changes can we expect for Singapore?

Audit Analytics

Technology will transform the way audit procedures are carried out in future.

Website (Skyscraper Ad)
Size: 120px x 600px
File Size: Below 200kb
File Resolution: 100-200DPI
File Format: JPEG, PNG, GIF

Item 7:

Ad