

**BIDS & AWARDS COMMITTEE – GOODS AND SERVICES A  
(BAC-GS A) RESOLUTION NO. 103 s. 2024**

**RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF THE CONTRACT FOR THE PROCUREMENT OF BILLBOARD AD PLACEMENT NON-TRADITIONAL: ELECTRONIC BILLBOARD (LED) THROUGH NEGOTIATED PROCUREMENT IN ACCORDANCE WITH SECTION 53.6 (SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES) OF THE 2016 REVISED IRR OF R. A. 9184 TO SIGHTS AND SITES OUTDOOR ADVERTISING INC.**

**WHEREAS**, the Corporate Communications Department (CorCom) requested for the Procurement of Billboard Ad Placement Non-Traditional: Electronic Billboard (LED) with an Approved Budget for the Contract (ABC) of Seven Hundred Five Thousand Six Hundred Thirty-Six Pesos (P705,636.00) and submitted the following procurement documents for the project:

<b>Title</b>	Procurement of Billboard Ad Placement Non-Traditional: Electronic Billboard (LED)
<b>Purchase Request</b>	PR No. 24-0009-53.6
<b>Approved Budget for the Contract</b>	ABC No. 2024-06-241 P705,636.00
<b>Technical Specifications</b>	Approved by Acting Vice President Rey T. Baleña of Corporate Affairs Group and concurrent Senior Manager of Corporate Communications Department
<b>Justification</b>	Signed by Acting Vice President Rey T. Baleña of Corporate Affairs Group and concurrent Senior Manager of Corporate Communications Department
<b>Supporting documents</b>	Market Study, ABC Computation, Abstract of Canvass, Requests for Quotation and other pertinent documents

**WHEREAS**, based on the 2<sup>nd</sup> Batch Annual Procurement Plan (APP) for CY 2024, the subject project shall be undertaken through Negotiated Procurement under Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 Revised IRR of R.A. 9184;

**WHEREAS**, on 3 July 2024, AVP Rey T. Baleña, End-User of the subject procurement with the assistance of the Secretariat for the Bids and Awards Committees (SBAC) presented the procurement documents to the Bid and Awards Committee (BAC)- Goods and Services (GS) A and Mr. Jan Joseph C. Rico, authorized end-user representative explained that in support of the Corporation's thrust to heighten awareness of members on various program, benefits and services of the Corporation, they requested the procurement of LED billboards in aid of information dissemination activities of PhilHealth for CY 2024 with the following considerations/ parameters in mind:

- Must be a member of reputable industry organization such as Out of Home Advertising Association OHAAP or any similar;
- With a minimum area size of at least 1500 square feet that will ensure high visibility and legibility;
- With a minimum daily vehicle count of at least 200,000 traffic count per day.



**WHEREAS,** The End-User further explained the specification requirements stated in the Technical Specifications, to wit:

**SPECIFICATION REQUIREMENTS**

- At least one (1) LED Billboard along EDSA
- Size: minimum area size of at least 1500 square feet that will ensure high visibility and legibility
- At least 150 spots/day
- At least 10-sec per spot
- Materials will be provided by PhilHealth
- Materials may be changes every month or as the need arises
- Site must have at least 200,000 traffic count per day
- Material format (MOV, AVI, MPEG or MP4)

**DURATION OF POSTING**

- Minimum 1 month (depending on the budget allocation)

**OTHER CONDITIONS**

- LED Billboard space must be available upon release of NTP
- Must be a member of Out-of-Home Advertising Association of the Philippines or any comparable institution.
- Company remittance for the last six months
- Inclusive of Value Added Tax and other surcharges
- Payment after submission of Statement of Account, report and certification on the performance of placements (e.g., audience, reach, traffic) to PhilHealth.

**WHEREAS,** based on the market study conducted, three (3) providers were invited to submit quotations for the ad placement in electronic billboard. However, only two (2) quotations were received from the following providers:

PROVIDER	QUOTATION	REMARKS
Sights and Sites Outdoor Advertising Inc.	₱705,636.00	Complied with the Requirements
Infinite Grafix & Outdoor Advertising Inc.	₱806,400.00	Not Complied-Exceeded the budget

**WHEREAS,** after careful examination of the procurement documents presented, the BAC-GS A instructed the End-User to make necessary clarification or rectification on the following requirements/specifications:

SPECIFICATION	COMMENT/SUGGESTION
Size: minimum area size of at least 1500 square feet that will ensure high visibility and legibility	To specify the required minimum brightness (Luminance) for the LED to measure its visibility and legibility for best exposure.
Site must have at least 200,000 traffic count per day	<p>To provide document or certification from a third party to support the requirement on the traffic count for verification and include the said requirement in the specification.</p> <p>To secure Metropolitan Manila Development Authority (MMDA) certification or any document, if possible, to verify the traffic count.</p>

  
Carol P. Roña  
CTC



**WHEREAS**, on 4 July 2024 BAC-GS A meeting, the revised documents were presented which are already indicated therein the comments and suggestions from the Committee and the TWG particularly the justification (Attached herein as Annex "A") wherein the pertinent portion states that:

xxx

*"Based on research, the optimal lighting for a LED billboard is 500 to 1,000 LUX to ensure optimal visibility and detail in various lighting environment (day or night) and various weather conditions. For clarity, LUX is a unit of luminance that measures the amount of light in a specified area.*

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*Further, the Committee also wished to be assured of the vehicle traffic along EDSA-Connecticut to guarantee our ads with maximum exposure, The supplier confirmed that the average daily vehicle count in the area was over 353,000. This can be attested to by the average daily traffic measured by the Metropolitan Manila Development Authority (MMDA). The said survey was conducted by MMDA in 2023 that shows an average count of 407,342 in EDSA. Since the supplier's claim is supported by an independent report, our office can assure the Committee that our ad materials will be seen by thousands of commuters traversing EDSA.*

**WHEREAS**, the End-User further apprised the BAC-GS A that the provider accomplished the amended Technical Compliance Sheet conforming with the requirement of 500 LUX and provided the Metropolitan Manila Annual Average Daily Traffic (AADT) 2023 as the independent report to support the compliance in the daily vehicle count;

**WHEREAS**, given the foregoing and taking into consideration the urgency of the project, the BAC-GS A agreed to proceed with the negotiation and directed the Technical Working Group (TWG)- Goods and Services (GS) A to conduct evaluation of the technical compliance and documentary requirements submitted by the Sights and Sites Outdoor Advertising Inc.;

**WHEREAS**, in the BAC-GS A meeting on 10 July 2024, the TWG-A, through Atty. Chelo Anne V. Cruz-Deocampo, presented its Post-Qualification Report (attached herein as Annex "B") on the validation that it conducted on 8 July 2024. It was stated in the report that after verification and evaluation of the technical compliance and documentary requirements submitted by the Sights and Sites Outdoor Advertising Inc., it was found to be "Post-Qualified" with all the legal, technical and financial requirements for the subject procurement;

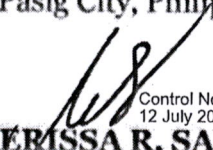
**WHEREAS**, after due deliberation by the Committee, the BAC-GS A agreed to adopt the post-qualification report of the TWG-GS A and to recommend to the President and CEO as the Head of the Procuring Entity, the award of the contract for the Procurement of Billboard Ad Placement Non-Traditional: Electronic Billboard (LED) through Negotiated Procurement, particularly in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of RA9184 to Sights and Sites Outdoor Advertising Inc.;


**PREMISES CONSIDERED**, the **BAC-GS A RESOLVED**, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award of the project for the Procurement of Billboard Ad Placement Non-Traditional: Electronic Billboard (LED) as specified by the Corporate Communication Department thru Negotiated Procurement in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of R.A. 9184 to **SIGHTS AND SITES OUTDOOR ADVERTISING INC.**

Carol P. Roña  
CTC


IT IS SO RESOLVED.

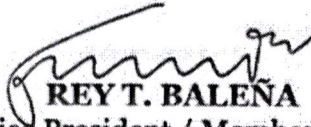
Signed this 10<sup>th</sup> day of July 2024, in Pasig City, Philippines

  
Control No. 2024.07.1548  
12 July 2024  
**NERISSA R. SANTIAGO**  
Acting Senior Vice President / Chairperson


  
**ATTY. JAY R. VILLEGAS**  
Vice President / Vice-Chairperson

  
**ARSENIA B. TORRES**  
Senior Manager / Member

  
**ANNIE ROSE B. GAFFUD**  
Acting Senior Manager / Member

  
**REY T. BALEÑA**  
Acting Vice President / Member/End-User

☒ APPROVED  
☐ DISAPPROVED  
☐ Others \_\_\_\_\_

  
**EMMANUEL R. LEDESMA, JR.**  
President and Chief Executive Office

Date Signed: 07/15/2024

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Carol P. Roña  
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