

**BIDS & AWARDS COMMITTEE – GOODS AND SERVICES A
(BAC-GS A)**

RESOLUTION NO. 107 s. 2024

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF CONTRACT FOR THE PROCUREMENT OF ON-LINE TRADITIONAL WEBSITE ADVERTISING SPACES FOR INFORMATION DISSEMINATION CAMPAIGNS 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 THE MANILA BULLETIN PUBLISHING CORPORATION (MANILA BULLETIN) AND PHILIPPINE MANILA STANDARD PUBLISHING INC. (MANILA STANDARD)

WHEREAS, the Corporate Communication Department (CorComm) requested for the procurement of On-Line Traditional Website Advertising Spaces for information dissemination campaigns with a total Approved Budget for the Contract (ABC) of **Two Million Pesos (P2,000,000.00)** with the following details:

Title	On-Line Traditional Website Advertising Spaces for information dissemination campaigns
Purchase Request	PR No. 2024-0005-53.6
Approved Budget for the Contract (ABC)	ABC No. 2024-04-123 (P2,000,000.00)
Technical Specifications	Approved by Acting Vice President Rey T. Baleña
Justification	<p>This advertising initiative is in fulfillment of PhilHealth’s mandate to inform the public on Program benefits and services, that may also include new guidelines, policies and procedures, corporate updates, advisories and announcements, among others that need advertising exposure, to provide the public with up to date information on the National Health Insurance Program under the Universal Health Care law.</p> <p>A market study was conducted by saturating all possible existing newspapers in the country. The following parameters were used: website contents, visits per month, average session duration of visitors, mobile format of website, ad sizes and ad placements.</p>
Selected publications which complied with the requirements as specified in the Technical Specifications	Three (3) providers, namely: 1. Manila Bulletin; 2. Manila Standard; 3. Pilipino Star Ngayon


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Supporting documents	Market Study and documentary requirements of various providers and other pertinent documents
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WHEREAS, Annex “H” of the Consolidated Guidelines for the Alternative Methods of Procurement of the 2016 Revised Implementing Rules and Regulation (IRR) of Republic Act (RA) No. 9184, specifically item No. 6 thereof, states that:

- “6. SCIENTIFIC, SCHOLARLY OR ARTISITIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

xxx

To justify the need to procure through this negotiated modality, the End-user shall conduct a market study and determine the probable sources. This study should confirm that the supplier, contractor or consultant could undertake the project at more advantageous terms. In all case, the market study must be conducted prior to the commencement of the procurement process.

b) Procedure

- i. *The BAC shall undertake the negotiation with a technically, legally and financially capable supplier, contractor or consultant based on the Technical Specifications. Scope of Work or Terms of Reference prepared by the End-user.*
- ii. *Upon successful negotiation, the BAC shall recommend the award of contract to the HOPE in accordance with Section (IV) (L) of this Guidelines.”*

WHEREAS, on 29 May 2024, the Bids and Awards Committee (BAC) - Goods and Services (GS) A noted that the subject procurement is included in the 2nd Batch Annual Procurement Plan (APP) for CY 2024 of Corporate Communication Department;

WHEREAS, Acting Vice President (VP) Rey T. Baleña, informed the BAC-GS A that in support of the Corporation’s thrust to heighten awareness of members and stakeholders on the various programs, benefits and services of the Corporation, they requested the subject procurement wherein they conducted a market study with the following considerations/parameters:

- a. Must be health/health insurance-related, business- oriented, e-commerce, news, search engine magazine, lifestyle or any website/s that can deliver PhilHealth messages/ information/communications to its desired/ target audiences.
- b. Must have at least 500,000 visits per month.
- c. Must have at least 1:00 session duration per visitor.
- d. Must have mobile version for easy reading and user-friendly experience when using mobile devices.
- e. Can offer any ad sizes that can provide PhilHealth ads with maximum exposure among the website’s visitors.
- f. PhilHealth ads are preferably placed on the website’s home page and/ or most visited pages of the website.

WHEREAS, Acting VP Rey T. Baleña further explained that based on the market study conducted , they recommend pursuing the procurement with the three (3) qualified suppliers, namely: 1.) Philippine Manila Standard Publishing Inc., 2.) Manila Bulletin Publishing Corporation and 3.) Pilipino Star Ngayon, Inc. Said website advertisement space providers have more than 500,000 website visits per month, as well as session duration of over one minute per visitor which the indicators mean that PhilHealth ads can reach more people and provide longer exposure since website visitors are logged in on the website for extended period of time (Market Study is attached as **Annex “A”**);

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WHEREAS, the matrix indicating the amount allocation per provider as stated in the Approved Budget for the Contract and the Market Study in which CorComm suggested to properly utilize the ABC for the subject project are as follow:

Broadsheet	Company Name	Budget Allocation/Vat Inc.
Manila Bulletin	Manila Bulletin Publishing Corporation	P1,000,000.00
Manila Standard Today	Philippine Manila Standard Publishing Inc.	P392,000.00
Pilipino Star Ngayon	Pilipino Star Ngayon, Inc.	P608,000.00
TOTAL		P2,000,000.00

WHEREAS, the BAC - GS A took note the justification based on the market study conducted by the End-User and agreed that the aforementioned providers be subjected to post-qualification and evaluation to verify and ascertain their compliance with the technical specifications alongside the documentary requirements as prescribed in the above-mentioned Annex “H”.

WHEREAS, in the BAC - GS A meeting on 11 June 2024, the Technical Working Group (TWG)-Goods and Services (GS) A, chaired by Atty. Chelo Anne V. Cruz-Deocampo, presented its Post-Qualification Report on the validation it conducted on 4 June 2024. It was stated in the report that after verification and evaluation of the technical and documentary requirements submitted by the identified providers, the following were found to be “**POST-QUALIFIED**”, to wit:

1. Manila Bulletin Publishing Corporation (Manila Bulletin); and
2. Philippine Manila Standard Publishing Inc. (Manila Standard).

WHEREAS, the TWG- GS A Chairperson further apprised the Committee that Pilipino Star Ngayon, Inc. (Pilipino Star Ngayon) was recommended as “**POST QUALIFIED**” subject to the submission of the Mayor’s Permit issued by the LGU Paranaque. Its PhilGEPS Registration may be accepted considering that it is the only requirement under the 2016 IRR of R.A. 9184;

WHEREAS, upon careful review and due deliberation by the BAC-GS A on the evaluation conducted by the TWG-GS A, the BAC-GS A agreed that the subject procurement be awarded to the Manila Bulletin Publishing Corporation (Manila Bulletin) and Philippine Manila Standard Publishing Inc. (Manila Standard) in accordance with the amount allocated to each provider as stated in the ABC (TWG-GS A Post-Qualification Report dated 4 June 2024 is attached as **Annex “B”**):.

PREMISES CONSIDERED, the BAC-GS A **RESOLVES**, as it hereby resolved, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award for the Procurement of On-Line Traditional Website Advertising Spaces for information dissemination campaigns to the two (2) providers namely:


1. Manila Bulletin Publishing Corporation (Manila Bulletin); and
2. Philippine Manila Standard Publishing Inc. (Manila Standard)

For having complied with the requirements of PhilHealth as specified by the Corporate Communication Department thru Negotiated Procurement in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 Revised IRR of RA No.9184.

Carol A. Roña
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IT IS SO RESOLVED.

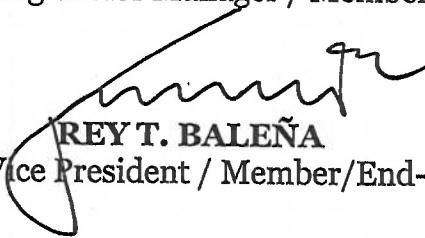
Signed this 11th day of June 2024 at Pasig City, Philippines.


NERISSA R. SANTIAGO
Acting Senior Vice President / Chairperson

e-signed
ATTY. JAY R. VILLEGAS
Vice President / Vice-Chairperson


ARSENIA B. TORRES
Senior Manager / Member

e-signed
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 Officer

Date Signed: 07/10/2024

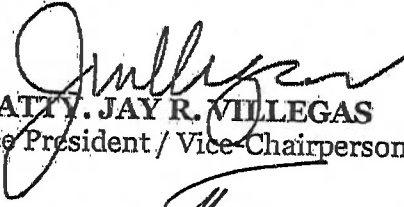
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Carolyn Roña
ETC

IT IS SO RESOLVED.

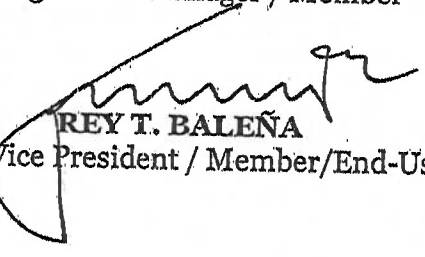
Signed this 11th day of June 2024 at Pasig City, Philippines.

NERISSA R. SANTIAGO
Acting Senior Vice-President / Chairperson


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


ARSENIA B. TORRES
Senior Manager / Member


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REY T. BALEÑA
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☒ APPROVED
☐ DISAPPROVED
☐ Others _____


EMMANUEL R. LEDESMA, JR.
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