

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

RESOLUTION NO. 77 s. 2024

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF CONTRACT FOR THE PROCUREMENT OF PRINT AD SPACE TRADITIONAL; PRINT SPACE NATIONAL BROADSHEET; NATIONAL TABLOID INSTITUTIONAL IN VARIOUS PRINT PUBLICATIONS OF GENERAL AND NATIONAL CIRCULATION IN AID OF INFORMATION DISSEMINATION ACTIVITIES OF PHILHEALTH FOR CY 2024 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 VARIOUS BROADSHEET AND TABLOIDS

WHEREAS, the Corporate Communication Department (CorComm) requested for the procurement of Print Ad Placement Traditional; Print Space national Broadsheet; National Tabloid Institutional in various print publications of general and national circulation in aid of information dissemination activities of PhilHealth for CY 2024 with a total Approved Budget for the Contract (ABC) of **Seventeen Million Three Hundred Thirty-Three Thousand Six Hundred Seventy-Four Pesos and Sixty Centavos (P17,333,674.60)** with the following details:

Title	Print Ad Placement Traditional; Print Space national Broadsheet; National Tabloid Institutional in various print publications of general and national circulation in aid of information dissemination activities of PhilHealth for CY 2024	
Purchase Request	PR No. 2024-0001-53.6	
Approved Budget for the Contract (ABC)	ABC No. 2024-02-21	
	Details:	
	Broadsheet	P13,342,729.60
	Tabloid	P 3,990,945.00
Technical Specifications	TOTAL:	P17,333,674.60
	Approved by President and CEO, Emmanuel R. Ledesma, Jr.	
Justification	The placement is in fulfillment of PhilHealth's mandate to inform the public on Program benefits and services; new guidelines, policies and procedures; implementing rules and regulations; joint issuances with other agencies; corporate updates; advisories and announcements; judicial and related notices, invitations to bid and to apply for job vacancies; institutional campaigns; among others that need print exposure, to provide the public with up to date information on the National Health Insurance Program as well as the Universal Health Care Act .	

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	A market study was conducted by saturating all possible existing newspapers in the country. The following parameters were used: circulation, publication, and support to PhilHealth through accommodation of press releases. After identifying the qualified suppliers from the market and ensure that wider reach and visibility of PhilHealth's information campaign will be fulfilled which is advantageous to the Corporation, the circulation count of each qualified newspaper was used in allocation the budget.
Selected publications which complied with the requirements as specified in the Technical Specifications	<p>Eight (9) broadsheets namely:</p> <ol style="list-style-type: none"> 1. Manila Bulletin; 2. Philippine Daily Inquirer; 3. Philippine Star; 4. Manila Times; 5. Daily Tribune; 6. Business World; 7. Daily Tribune; 8. Malaya Business Insight; and 9. Business Mirror. <p>Five (4) tabloids, namely:</p> <ol style="list-style-type: none"> 1. Pilipino Star Ngayon; 2. Bulgar; 3. Pilipino Mirror; and 4. Remate
Supporting documents	Market Study, Certificate of Press Releases, Print Advertising Rates, United Print and Multimedia Group and National Press Club Certifications and documentary requirements of various broadsheets and tabloids and other pertinent documents

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.

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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 April 2024, the Bids and Awards Committee (BAC) - Goods and Services (GS) A noted that the subject procurement is included in the 1st Batch Annual Procurement Plan (APP) for CY 2024 of CorComm, and that the previous procurements for the advertising services in various broadsheets and tabloids of general and national circulation were coursed through the same modality of procurement;

WHEREAS, Acting Vice President (VP) Rey T. Baleña, informed the BAC-GS A that the selection of the publications was based on the market study with the following considerations/parameters: a.) Must have national circulation, b.) Must have publication any day of the week, c.) Broadsheet must be in English, while tabloid may be in English, Filipino or both, and d.) Must have supported PhilHealth through free exposures of press releases in CY 2023. A copy of the market study is attached as **Annex “A”**;

WHEREAS, Acting VP Rey T. Baleña further explained that in determining and selecting the possible publishers that can participate in the subject project, the CorComm considered the membership of the selected publishers in reputable industry organizations such as United Print and Multimedia Group (UPMG) and National Press Club of the Philippines (NPC) for the market study;

WHEREAS, the matrix indicating the amount allocation per publication as stated in the Approved Budget for the Contract and the Market Study in which CorComm opted to use percentage in computing the allocation to be given for each qualified newspaper company based on offices preference, circulation count, negotiated rates, and support to the Philippine Health Insurance Corporation (PhilHealth) based on the number of press releases published from January to September 2023 and on PhilHealth Anniversary through the publication of a special anniversary supplement are as follow:

Broadsheet	Company Name	Budget Allocation/Vat Inc.
Manila Bulletin	Manila Bulletin Publishing Corporation	₱1,485,000.00
Philippine Daily Inquirer	The Philippine Daily Inquirer, Inc	₱3,905,825.60
Philippine Star	PhilStar Daily Inc.	₱1,085,000.00
Manila Times	The Manila Times Publishing Corporation	₱2,906,904.00
Business World	Business World Publishing Corporation	₱790,000.00
Daily Tribune	Concept and Information Group, Inc.	₱870,000.00
Malaya Business Insight	People’s Independent Media, Incorporated	₱655,000.00
Manila Standard Today	Philippine Manila Standard Publishing Inc.	₱950,000.00
Business Mirror	Philippine Business Daily Mirror Publishing Inc.	₱695,000.00
TOTAL		₱13,342,729.60

Tabloid	Company Name	Budget Allocation / Vat Inc.
Pilipino Star Ngayon	Pilipino Star Ngayon, Inc.	₱1,629,311.90
Bulgar	Sison’s Publishing House, Inc.	₱1,147,894.60

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Pilipino Mirror	Filipino Mirror Media Group Corporation	₱928,426.60
Remate	Remate News Central	₱285,311.90
TOTAL		₱3,990,945.00

WHEREAS, since one of the bases for the computation of allocation is the free publication space through press releases given to PhilHealth, the End-User required the publications to submit a Certification from either UPMG or NPC in which they are members to;

WHEREAS, the BAC - GS A took note the justification based on the market study conducted by the End-User and agreed that the aforementioned publications 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 29 May 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 14 and 16 May 2024. It was stated in the report that after verification and evaluation of the technical and documentary requirements submitted by the identified publications, the following were found to be **"POST-QUALIFIED"**, to wit:

- A. Broadsheets
 - 1. Manila Bulletin Publishing Corporation (Manila Bulletin);
 - 2. PhilStar Daily Inc. (The Philippine Star);
 - 3. Concept and Information Group, Inc. (Daily Tribune);
 - 4. Philippine Business Daily Mirror Publishing, Inc. (Business Mirror); and
 - 5. Philippine Manila Standard Publishing Inc. (Manila Standard).
- B. Tabloids
 - 1. Filipino Mirror Media Group Corporation (Pilipino Mirror).

WHEREAS, two (2) broadsheet publishers and one (1) tabloid publisher were likewise recommended as **"POST QUALIFIED"** after having satisfied the observations and/ or complied the requirements:

Publication Companies	Findings
Broadsheet	
Philippine Daily Inquirer, Inc. (Philippine Daily Inquirer)	Original BIR 2303 was not presented. However, a Certification signed by Ms. Patricia Kae S. Luzon, Finance Manager of Philippine Daily Inquirer was submitted stating that its BIR Form 2303 was surrendered to the BIR for the updating of tax types and BIR forms in eFPS.
The Manila Times Publishing Corporation (The Manila Times)	The address is different from those stated in other submitted documents. However, Manila Times certified that the address stated therein is occupied by its affiliate, the KBS Printing Corp., and it is also concurrently holding office. therein
Tabloid	
Sison's Publishing House, Inc. (Bulgar)	PhilGEPS Platinum Registration is suspended. However, it was found that its Red registration is active via the PhilGEPS

	website and it is sufficient for the requirement.
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WHEREAS, the TWG- GS A Chairperson further apprised the Committee that two (2) broadsheet publishers and two (2) tabloid publishers were recommended as **“POST QUALIFIED”** subject to the following conditions:

Publication Companies	Findings
Broadsheet	
Business World Publishing Corporation (Business World)	Upon submission of Tax Clearance Certificate. Its PhilGEPS Registration Number may be accepted considering that it is the only requirement under the 2016 IRR of R.A. 9184
People’s Independent Media, Incorporated (Malaya Business Insight)	Upon submission of Tax Clearance Certificate.
Tabloid	
Remate News Central (Remate)	Upon submission of the 2024 UPMG Certificate of Membership. Its PhilGEPS Registration Number may be accepted considering that it is the only requirement under the 2016 IRR of R.A. 9184
Pilipino Star Ngayon, Inc. (Pilipino Star Ngayon)	Upon 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, during the said meeting, the End-User submitted the following lacking documents of the one (1) broadsheet and one (1) tabloid publishers:

Broadsheet	Submitted Documents
People’s Independent Media, Incorporated (Malaya Business Insight)	Tax Clearance Certificate.
Tabloid	
Remate News Central (Remate)	2024 UPMG Certificate of Membership.

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 following broadsheet and tabloid publishers in accordance with the amount allocated to each publication as stated in the ABC (TWG-E Evaluation Report dated 22 May 2024 is attached as **Annex “B”** .:

- A. Broadsheets
1. Manila Bulletin Publishing Corporation (Manila Bulletin;

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2. PhilStar Daily Inc. (The Philippine Star);
3. Concept and Information Group, Inc. (Daily Tribune);
4. Philippine Business Daily Mirror Publishing, Inc. (Business Mirror);
5. Philippine Manila Standard Publishing Inc. (Manila Standard);
6. Philippine Daily Inquirer, Inc. (Philippine Daily Inquirer);
7. The Manila Times Publishing Corporation (The Manila Times);
8. People's Independent Media, Incorporated (Malaya Business Insight).

B. Tabloids

1. Filipino Mirror Media Group Corporation (Pilipino Mirror);
2. Sison's Publishing House, Inc. (Bulgar); and
3. Remate News Central (Remate).

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 Print Ad Placement Traditional; Print Space National Broadsheet; National Tabloid Institutional in various print publications of general and national circulation in aid of information dissemination activities of PhilHealth for CY 2024 to the eight (8) broadsheet publishers, namely:

- 1.) Manila Bulletin Publishing Corporation (Manila Bulletin);
- 2.) PhilStar Daily Inc. (The Philippine Star);
- 3.) Concept and Information Group, Inc. (Daily Tribune);
- 4.) Philippine Business Daily Mirror Publishing, Inc. (Business Mirror);
- 5.) Philippine Manila Standard Publishing Inc. (Manila Standard);
- 6.) Philippine Daily Inquirer, Inc. (Philippine Daily Inquirer);
- 7.) The Manila Times Publishing Corporation (The Manila Times); and
- 8.) People's Independent Media, Incorporated (Malaya Business Insight)


and three (3) tabloid publishers, namely:


- 1.) Filipino Mirror Media Group Corporation
- 2.) Sison's Publishing House, Inc. (Bulgar); and
- 3.) Remate News Central (Remate)

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.


IT IS SO RESOLVED.

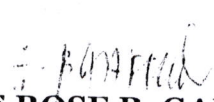
Signed this **29th day of May 2024** at Pasig City, Philippines.

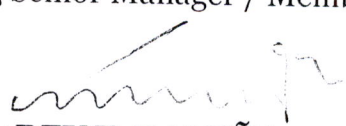

NERISSA R. SANTIAGO
Acting Senior Vice President / Chairperson


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



Carol P. Roña
CTC


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 Officer

Date Signed: 6/25/24

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Carol Z. Roña
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