

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Digital Advertising Agency	
Solicitation No. - N° de l'invitation EP361-140512/A	Date 2013-07-15
Client Reference No. - N° de référence du client EP361-14-0512	
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-036-63092	
File No. - N° de dossier cz036.EP361-140512	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-08-14	
Time Zone Fuseau horaire Eastern Daylight Saving Time EDT	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Wright, Brandon	Buyer Id - Id de l'acheteur cz036
Telephone No. - N° de téléphone (613) 991-1475 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA 4TH FL. 350 ALBERT ST. OTTAWA Ontario K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address
**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation is divided into seven parts plus annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Financial Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Technical and Financial Evaluation, and the Task Authorization Form PWGSC-TPSGC 572.

2. Summary

The Bidder must perform the Work in accordance with the Statement of Work, Annex "A" to provide digital advertising services for Public Works and Government Services Canada (PWGSC).

The period of the Contract will be from date of award to **March 31, 2014**, with two (2) additional one (1) year option periods.

The requirement is limited to Canadian goods and/or services.

There is a Federal Contractors Program (FCP) for employment equity requirement associated with this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex named Federal Contractors Program for Employment Equity - Certification.

3. Debriefings

After contract award, bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2013-04-25) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days

Insert: one-hundred twenty (120) days

Subsection 8 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete in its entirety

Insert: OFFERS SUBMITTED BY FACSIMILE OR OTHER ELECTRONIC MEANS WILL NOT BE ACCEPTED.

2. Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

3. Former Public Servant

Contracts awarded to public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, bidders must provide the information required below before contract award.

Definitions

For the purposes of this clause, "*former public servant*" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;

- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c.C-17, the Defence Services Pension Continuation Act, 1970, c.D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c.R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c.R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c.M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes () No ()**

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes () No ()**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;

-
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

4. Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

5. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the bidders.

6. Basis for Canada's Ownership of Intellectual Property

PWGSC has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

- Section I: Technical Bid (five (5) hard copies)
Creative samples (one (1) electronic copy)
Section II: Financial Bid (one (1) hard copy)
Section III: Certifications (one (1) hard copy)

If there is a discrepancy between the wording of the electronic copy and the paper copy, the wording of the paper copy will have priority over the wording of the electronic copy.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Goods and Services Tax or Harmonized Sales Tax must be shown separately, if applicable.

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Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

1.1 Technical Evaluation

Mandatory and Point Rated Technical Criteria are included in Annex "C".

1.2 Financial Evaluation

Financial Evaluation Criteria are included in Annex "C".

2. Basis of Selection

1. To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all mandatory criteria; and
- (c) obtain the required minimum points specified for each criterion for the technical evaluation.

The rating is performed on a scale of 1130 points.

2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.

3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 80 % for the technical merit and 20 % for the price.

4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 80 %.

5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20 %.

6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and documentation to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with this request will also render the bid non-responsive or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Contract Award

1.1 Code of Conduct and Certifications - Related documentation

By submitting a bid, the Bidder certifies as per section 01 of Standard Instructions 2003 for himself and his affiliates, to be in compliance with the Code of Conduct and Certifications clause of the Standard Instructions. The related documentation therein required will help Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list (<http://www.hrsdc.gc.ca/eng/labour/index.shtml>) available from Human Resources and Skills Development Canada (HRSDC) - Labour's website.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

2. Additional Certifications Precedent to Contract Award

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-responsive.

2.1 Canadian Content Certification

2.3.1 *SACC Manual* clause A3050T (2010/01/11) Canadian Content Definition
This procurement is limited to Canadian services.

The Offeror certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

2.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability.

2.3 Education and Experience

2.3.1 SACC Manual clause A3010T (2010-08-16) Education and Experience

2.4 Capability of Resources

The Bidder certifies that it has in-house resources capable of meeting roles and responsibilities (as outlined in Annex "A" Statement of Work) of the following categories of service, which are not being evaluated:

- (a) Account Coordination
- (d) Graphic Design
- (e) Copy Writing (English or French)
- (f) Copy Editing (English or French)
- (g) Proofreading
- (h) Translation and Adaptation
- (i) Production Management
- (j) Production Coordination
- (k) Media Planning and Coordination
- (l) Media Distribution (Trafficking)
- (m) Media Research and Analytics

() YES () NO

2.5 Note to Bidder - Exclusivity Provision

1. The Bidder acknowledges and agrees that under the Agency of Record Contract of the Government of Canada for the provision of media placements and related services, contract (EP361-091572/001/CZ), the Bidder, its parent corporation, its subsidiary corporation and any body corporate of the Bidder's immediate

family shall not be eligible to bid for any federal government procurement contracts relating to advertising during the term of the contract (EP361-091572/001/CZ) or of any extension thereof.

The Bidder acknowledges and agrees that under the contract (EP361-091572/001/CZ), the Bidder's senior officials will disclose all real and potential conflicts of interest by written notice to the Contracting Authority under that contract.

The Bidder acknowledges and agrees that any subcontractor to the Bidder under contract (EP361-091572/001/CZ) is subject to the same conditions and restrictions as the Supplier under the contract (EP361-091572/001/CZ).

Therefore, the Bidder certifies that it is not the supplier under contract (EP361-091572/001/CZ), a parent corporation, a subsidiary corporation or any body corporate of the Bidder's immediate family or a subcontractor subject to the same conditions and restrictions of the said supplier under contract (EP361-091572/001/CZ). Any certification made by the Bidder that is untrue, whether made knowingly or unknowingly, or failure to comply with the conditions and restrictions mentioned above before or after contract award, or failure to comply with the request of the Contracting Authority for additional information will render the bid non-responsive and any resulting contract will be terminated for default.

2.The following definitions apply to the above provisions:

"PARENT" means, in relation to the supplier under the Agency of Record contract (EP361-091572/001/CZ), a body corporate of which the said supplier under the Agency of Record contract (EP361-091572/001/CZ) is a subsidiary within the meaning of subsection 2(5) of Canada' Business Corporations Act, RSC c C-44.

"SUBSIDIARY" means, in relation to the supplier under the Agency of Record contract (EP361-091572/001/CZ), a body corporate within the meaning of subsections 2(3) and 2(5) of Canada's Business Corporations Act, RSC c C-44, and for the purposes of the Agency of Record contract (EP361-091572/001/CZ), also includes those with a less than 50% ownership.

"FEDERAL GOVERNMENT PROCUREMENT CONTRACTS" means a contract as defined under the Government Contracts Regulations entered into by institutions identified in Schedule I, I.1 and II of the Financial Administration Act, unless excluded by specific acts, regulations or Orders in Council.

"BODY CORPORATE OF THE BIDDER'S IMMEDIATE FAMILY" means a body corporate (including subsidiaries) that has the same parent as the supplier under the Agency of Record contract (EP361-091572/001/CZ) or means a body corporate that does not operate but acquires and holds shares or a controlling interest in the Bidder under the Agency of Record contract (EP361-091572/001/CZ).

"RELATING TO ADVERTISING" means all activities involved in the purchase, by or on behalf of Canada, for the development and production of advertising campaigns and associated purchases of space or time in print or broadcast media, or in other mass media, such as digital, cinema or out-of home advertising.

"CONFLICT OF INTEREST" means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the supplier under the Agency of Record contract (EP361-091572/001/CZ) is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

PART 6 - FINANCIAL REQUIREMENTS

1. Financial Capability

Manual SACC clause A9033T (2012-07-16) Financial Capability

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex "E" .
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

1.2.2 Replacement or Addition of Key Personnel

To replace or add key personnel to the contract, the Contractor must submit the name of the proposed individual, the category of service and their curriculum vitae to the contracting authority for evaluation. The individual will be evaluated in accordance with the applicable rated requirements C.2.2 Key Personnel - Requirements and Rated Criteria. The individual must meet the mandatory criteria and obtain the minimum pass mark of 60% in the rated criteria to be considered responsive.

1.2.3 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$200,000, Goods and Services Tax or Harmonized Sales Tax included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

1.2.4 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means \$100,000.

2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.

3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.

4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

2.1 General Conditions

2035 (2013-04-25), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

3. Term of Contract

3.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2014 inclusive.

3.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

4. Authorities

4.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Brandon Wright

Title: Supply Officer

Public Works and Government Services Canada

Acquisitions Branch

Directorate: Communications Procurement Directorate

Address: 360 Albert St. Constitution Square I, Floor 12, Ottawa Ontario K1A 0S5

Telephone: 613-991-1475

Facsimile: 613-949-1281

E-mail address: brandon.wright@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

4.2 Project Authority

The Project Authority for the Contract is:

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: ____-____-____

Facsimile: ____-____-____

E-mail address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5. Payment

5.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

5.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are excluded and the Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.

3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,
- whichever comes first.

4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

5.3 Monthly Payment

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

5.4 SACC Manual Clauses

SACC Manual clause A9117C (2007/11/30) T1204 - Direct Request by Customer Department

5.5 Discretionary Audit

SACC *Manual* clause C0705C (2010/01/11) Discretionary Audit

6. Invoicing Instructions

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. category of services and names of resources, number of hours per category and hourly rates;
- b. a copy of time sheets to support the time claimed;
- c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;

Invoices must be distributed as follows:

The original and one (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.

One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

7. Certifications

7.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

7.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and HRSDC-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "FCP Limited Eligibility to Bid" list. The imposition of such a sanction by HRSDC will constitute the Contractor in default as per the terms of the Contract.

8. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

9. Priority of Documents

Solicitation No. - N° de l'invitation

EP361-140512/A

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cz036

Client Ref. No. - N° de réf. du client

EP361-14-0512

File No. - N° du dossier

cz036EP361-140512

CCC No./N° CCC - FMS No/ N° VME

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions 2035 (2013/04/25), General Conditions - Higher Complexity - Services;
- (c) Annex A.1, Statement of Work;
- (d) Annex A.2, Statement of Work: Categories of Services
- (e) Annex B, Basis of Payment;
- (f) Annex D, Federal Contractors Program for Employment Equity - Certification
- (g) the signed Task Authorizations (including all of its annexes, if any);
- (h) the Contractor's bid dated _____, (*insert date of bid*) (*If the bid was clarified or amended, insert at the time of contract award:* ", as clarified on _____ " **or** ",as amended on _____ " *and insert date(s) of clarification(s) or amendment(s)*).

10. Foreign Nationals (Canadian Contractor)

SACC Manual clause A2000C (2006/06/16) Foreign Nationals (Canadian Contractor)

11. Insurance

SACC Manual clause G1005C (2008/05/12) Insurance

ANNEX "A.1"

STATEMENT OF WORK

1. Acronyms

2. Introduction

3. Background

4. Environmental Considerations

5. Evaluation

6. Scope of Work

6.1. PROJECT MANAGEMENT OVERVIEW

6.1.1. Commitment and Resources

6.1.2. Confidentiality and Conflict

6.1.3. Financial Control and Verification

6.1.3.1. Information Management

6.1.3.2. Budget Control

6.1.3.3. Audit Trail

6.2. TASKS AND SERVICES REQUIRED

6.3. REMUNERATION

6.4. ASSISTANCE SUPPLIED BY THE PA

6.5. CONSTRAINTS

6.5.1. Acts, Policies, Procedures and Standards

6.5.2.. Approval Process

6.5.3. Reporting and Communications

6.5.4. Creative Development

6.5.5. Media Planning

6.5.6. Software

6.5.7. Green Procurement

6.5.8. Other

6.6 REFERENCE WEBSITES

1. Acronyms

For ease of reference and to avoid repetition, the following provides a summary of all the acronyms used in this document:

Agency of Record	AOR
Federal Identity Program	FIP
Government of Canada	GC
Official Languages Act	OLA
Public Opinion Research	POR
Public Works and Government Services Canada	PWGSC
Project Authority	PA
Scope of Work	SOW
Task Authorisation	TA
Work Authorization	WA

2. Introduction

PWGSC requires an agency (hereinafter referred to as "Contractor") to provide digital communications services to support a wide range of government communications activities on various topics through **digital advertising**, aimed at Canadians and stakeholders, for distribution at the national, regional and/or local levels. There may be some activities targeted to audiences abroad.

The period of the Contract will be from the contract award date to March 31, 2014, with the option to extend by two (2) additional one-year periods under the same terms and conditions

3. Background

Digital advertising is an important component of GC advertising campaigns. These campaigns may also include other media channels (e.g., broadcast, print, out-of-home) and are managed by the GC institutions responsible for the federal programs and services being promoted.

Concurrently, the GC is implementing a new initiative to ensure better communication with Canadians using digital advertising, to support other facets of government communications. As part of this initiative, a "whole-of-government" central digital advertising unit has been created to ensure rapid response to communications issues, such as: issue/crisis management, correction of misinformation, health and safety emergencies, engagement of Canadians, and promotion of events and announcements of high importance to Canadians. This SOW is specifically in support of this new initiative.

4. Environmental Considerations

Some digital advertising may take place in social media environments where other (non-paid media) government digital communications activities are taking place. These other activities are managed through various GC institutions, outside the scope of this contract. Collaboration between all partners involved is essential to ensure that advertising is well integrated.

Some digital advertising may also take place at the same time as various GC advertising campaigns on other topics involving digital and other media. While specific messages for each campaign are different, they all support GC priorities. The Contractor must ensure that messages are distinct and memorable, but supportive and complementary to other GC efforts.

Some digital advertising may involve sensitive matters where public perception must be taken into account. The Contractor must be able to adapt or post new messages quickly and on short notice, as required, to clarify issues and/or provide more information.

5. Evaluation

Depending on digital advertising media budgets for specific requirements, the GC must conduct POR to assess effectiveness in reaching target audiences. As and when required, the Contractor will be responsible for providing materials to POR contractors in various formats and languages. POR contractors will be contracted and managed by GC institutions separately, outside the scope of this contract. POR does not form part of this contract.

6. Scope of Work

6.1. ACCOUNT MANAGEMENT OVERVIEW

As part of normal service delivery, the Contractor will be responsible for adhering to the following principles:

6.1.1. Commitment and Resources

Provide the best value for the Crown, from concept to execution of advertising services.

Fairly represent the Contractor's knowledge and capabilities to meet the objectives set out by the PA.

Ensure availability of the Contractor's resources and that qualified personnel is applied to meet the objectives, deadlines, quality standards and budgets set out by the PA.

Build a knowledge base and keep up-to-date on issues facing GC institutions.

Demonstrate a high level of responsiveness and the ability to respond quickly.

Exhibit financial reliability and administrative control through documented processes for all work performed under the Contract.

Ensure that all of the Contractor's work performed under the Contract reflects public sector sensitivities.

6.1.2. Confidentiality and Conflict

Acknowledge the responsibility to treat information and strategies from the GC as strictly confidential, and only make these available to Contractor team members and subcontractors as and when required.

Make disclosure if the Contractor is coincidentally contracted by another client that has advertising and communications needs that are counter to the interests of the Contract.

6.1.3. Financial Control and Verification

6.1.3.1. Information Management

Document internal processes to track all work performed under the Contract.

Document internal processes for financial controls in managing budgets and monitoring labour costs for all work performed under the Contract.

6.1.3.2. Budget Control

Implement a budget control system in a manner agreed to by the PA at the outset of the Contract. The system must record all budgets and contain details on planned, actual and revised costs. The system must ensure that all costs associated to the Contract are properly recorded, transparent and auditable.

Any changes to work requirements that may entail additional costs must be authorized by the PA prior to changes being implemented, through an amendment to the requirements reflecting these additional costs.

6.1.3.3. Audit Trail

Maintain documents and records for the purpose of verifying any production costs or other orders and invoices from subcontractors for expenses incurred by the Contractor on behalf of, and re-billed to, the PA. These documents and records will be maintained by the Contractor for a period of six (6) years from the date of final payment to subcontractors.

6.2. TASKS AND SERVICES REQUIRED

The resulting contract will be accessed as and when required. All work will be coordinated by the PA at PWGSC, on behalf of all GC institutions. The PA will be the sole contact point for the Contractor. It will initiate all work requirements and approve all work and deliverables from the resulting contract. The names of the institutions that may call upon the PA to coordinate work under the resulting contract are

identified in schedules I, I.1 and II of the Financial Administration Act. Note that there are approximately 105 institutions listed in these schedules, however all these institutions will not have advertising requirements.

The estimated digital advertising media budget for the first year of the Contract, from the contract award date up to March 31, 2014, is between \$2.5 and \$3.5 million dollars.

Each work requirement resulting from the Contract will be authorized by the PA through a TA accompanied by an agency brief, as required. The Contractor may be required to perform work on multiple TAs simultaneously, for different work requirements on various topics.

For the purposes of this contract, all tasks that the Contractor may be required to perform have been classified under the categories of services listed below:

- **Account Services:**
 - o Account Management
 - o Account Coordination
- **Strategic Services:**
 - o Strategic Planning and Direction
- **Creative and Production Services:**
 - o Creative Direction
 - o Graphic Design
 - o Copy Writing, English or French
 - o Copy Editing, English or French
 - o Translation and Adaptation
 - o Proofreading
 - o Production Management
 - o Production Coordination
- **Media Services:**
 - o Media Strategy and Direction
 - o Media Research and Analytics
 - o Media Planning and Coordination
 - o Media Distribution (trafficking)

For a detailed listing of the roles and responsibilities in each category of service, refer to ANNEX "A.2" – STATEMENT OF WORK: CATEGORIES OF SERVICES Digital Agency. All individuals proposed by the Contractor for each category of service will be evaluated based on the technical evaluation criteria set out in ANNEX "C" – TECHNICAL EVALUATION.

The Contractor will be required to work closely with the GC's AOR. All media negotiations and buying services are conducted exclusively by the AOR. This includes management of search engine marketing

optimization, trafficking and monitoring of internet creative and real-time bidding or programmatic buying, which are also centralized through the AOR. Therefore, these services are not part of the Contract.

6.3. REMUNERATION

An hourly rate system will be the basis of payment for the Contract. The Contractor will specify all actual hours required for work to be performed in respect to the requirements set out in each TA, for each team member, with an allocation of time by number of hours per day and date. Time and staff must be monitored by the Contractor so as not to exceed the approved budget.

The Contractor may be working under very short timeframes and outside normal business hours as many requests are expected to be on an urgent basis. No rush charges and/or overtime charges will be applicable as it is understood that this is the nature of the work.

6.4. ASSISTANCE SUPPLIED BY THE PA

The PA will:

- Coordinate all work from the Contractor on behalf of all GC institutions, including liaising with GC institutions and stakeholders to define and clarify work requirements, and facilitating and coordinating approvals of all digital advertising materials, as required.
- Work with and provide feedback and assistance to the Contractor in a timely manner, as required, in order to facilitate successful development and seamless execution of digital advertising activities, based on agreed upon processes and timelines.
- Provide the Contractor with an agency brief with each TA, as required, and any other relevant material, research and insight, to enable the Contractor to work to the best of its ability.
- Provide the Contractor the FIP artwork at the outset of the Contract. Any other artwork that may be needed over the course of the Contract will be provided, as required.
- Provide the Contractor the AOR Manual and GC media planning templates at the outset of the Contract.

6.5. CONSTRAINTS

6.5.1. Acts, Policies, Procedures and Standards

To ensure the integrity and efficiency of GC advertising, the Contractor will be required to provide services and produce materials in compliance with: the Communications Policy of the GC, the FIP, the Contracting Policy, the OLA, the Multiculturalism Act, the Common Services Policy, the Privacy Act, and the Standard on Web Accessibility (see links in section 6.6. REFERENCE WEBSITES). The Contractor is responsible for seeking guidance from the PA to ensure compliance, as required.

In addition, the Contractor must maintain financial records in support of PWGSC's responsibilities under the Financial Administration Act, and provide information, as required, in support of PWGSC's responsibilities under the Access to Information Act (see links in section 6.6. REFERENCE WEBSITES).

The Contractor will also be responsible for ensuring compliance with relevant legislation of all Canadian jurisdictions where digital advertising takes place (e.g., provincial laws).

6.5.2. Approval Process

All GC advertising is coordinated centrally by the Privy Council Office and PWGSC. The approval process will include multiple levels of approvals from several GC institutions and stakeholders. The Contractor may be asked to provide presentation materials or to present materials to assist in obtaining approvals. These approvals may impact on production schedules and revisions are likely to be requested.

Ongoing monitoring by GC institutions and other partners to assess activity effectiveness outside the scope of the Contract may also result in additional revisions being requested. All revisions will be executed by the Contractor upon request by the PA, based on agreed-upon processes and timelines.

All work related to the Contract will be coordinated through the PA, on behalf of all GC institutions. The PA will be sole authority responsible for approving all work performed and delivered by the Contractor, verifying that value for money has been obtained, and paying the Contractor's invoices. Should any part of the Contractor's work not be satisfactory, the PA may request that corrections be made before approving payment of the Contractor's invoices.

The Contractor will not send digital creative materials to the AOR for trafficking prior to receiving written approval by the PA and confirmation from the AOR that it has received a WA to proceed with media bookings. All media bookings require an authorization number (ADV number) which is issued by PWGSC and provided to the AOR with the WA. All media negotiations and placements are only made through the AOR. The Contractor must follow this mandatory process.

6.5.3. Reporting and Communication

The Contractor will be required to report to and communicate with the PA as follows for all work performed under the Contract:

- Respond to requests from the PA within 24 hours or less.
- Provide weekly status reports for each TA, including, but not limited to: agency team members, work progress, status, next steps, timeline, and potential issues, as applicable.
- Provide contact reports, as required, including, but not limited to: discussion points, decisions, and next steps, as applicable.
- Provide monthly budget control reports for each TA, including, but not limited to: costs incurred and projected final costs against approved estimates and overall budget, as applicable (also see related section 6.1.3.2. Budget Control).
- Provide weekly performance monitoring reports for each TA (during online advertising activities), as required, including, but not limited to: impact summary, observations (e.g., reactions to promoted tweets and Facebook posts), and recommendations, as applicable.
- Provide post-mortem reports for each TA, as required, including, but not limited to: summary from planning to completion, including results against planned objectives, lessons learned, and recommendations, as applicable.

The Contractor is also responsible for facilitating and maintaining regular communication with the PA and for immediately notifying the PA of any issues or concerns related to any work performed under the Contract, as they arise.

6.5.4. Creative Development

All creative materials must contain the appropriate FIP corporate signature (to learn more about FIP, see section 6.6. REFERENCE WEBSITES). Specific objectives and requirements set out by the PA may also entail the use of additional graphic identifiers. The PA will provide any mandatory graphic elements to the Contractor, as required.

The Contractor must adhere to the production requirements of the AOR for internet creative materials, to enable the tracking and monitoring of advertisements through the AOR's ad server. These requirements are detailed in the AOR Manual provided by the PA at the outset of the Contract.

When developing creative materials, the Contractor must take into account, as required, PWGSC's responsibilities under the Standard on Web Accessibility (see section 3.5. REFERENCE WEBSITES).

The Contractor must consult with the PA regarding the depiction of the Canadian population. Specific requirements may depend on the objectives set out in TAs and agency briefs (e.g., visible minorities, women, Aboriginal and ethnic groups).

6.5.5. Media Planning

All media plans produced by the Contractor must be compliant with the OLA. GC institutions are responsible for determining their obligations under sections 11 and 30 of the Act, depending on the nature of their advertising requirement. In addition, GC institutions are responsible for respecting the GC's commitment stated in Part VII of the Act, to enhance the vitality of official language minority communities. The Contractor will be responsible for seeking guidance from the PA on official languages, as required, to ensure compliance.

The Contractor must use the AOR media plan templates and media planning cost guides, as required, both in MS Excel 2007 file format. The PA will provide these to the Contractor at the outset of the Contract.

6.5.6. Software

The Contractor must be able to work in and provide all required deliverables in electronic formats compatible with software used by the PA which includes, but may not be limited to:

- MS Word 2007
- MS Excel 2007
- MS PowerPoint 2007
- MS Windows Media Player 7

-
- Adobe Acrobat Reader X

Should the PA change software over the course of the Contract, the Contractor must be able to adapt to these changes to work in and provide all required deliverables in electronic formats compatible with any new or upgraded software used by the PA.

6.5.7. Green Procurement

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible.

All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible.

Double-sided photocopying will be the default unless otherwise specified by the PA.

Photocopied documents are to be printed in black and white unless otherwise specified by the PA.

The Contractor will be encouraged to provide proofs for review and approval either on-screen (e.g., FTP site) or by e-mail, USB key, DVD, CD, etc., whenever possible.

Should printed material be required (other than for creative samples), double-sided format will be the default unless otherwise specified by the PA.

6.5.8. Other

Advertising Industry Self-regulation, Standards and Best Practices: The Contractor will be responsible for ensuring compliance with relevant self-regulation, standards and best practices of the advertising industry for digital advertising (e.g., guidelines from the Interactive Advertising Bureau of Canada, Canadian self-regulatory program for online behavioural advertising and consumer choice).

Meetings: The Contractor will be asked to participate in meetings with the PA, involving other GC institutions and stakeholders. Some meetings may involve examination, assessment and refinement of materials which can only be accomplished face-to-face with the Contractor. The need for these meetings may, from time to time, arise on an urgent basis.

Travel: The PA will pay travel expenses for the Contractor's representative(s) to attend meetings in person, in accordance with the Treasury Board Travel Guidelines in effect at the time of the travel (<http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>). These meetings may also include the Contractor's participation in creative research, as required. The Contractor will be responsible for submitting a cost estimate for approval by the PA prior to making any travel arrangements.

6.6. REFERENCE WEBSITES

Solicitation No. - N° de l'invitation

EP361-140512/A

Amd. No. - N° de la modif.

File No. - N° du dossier

cz036EP361-140512

Buyer ID - Id de l'acheteur

cz036

CCC No./N° CCC - FMS No/ N° VME

EP361-14-0512

Communications Policy of the GC: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>

Communications Policy of the GC related Procedures for Planning, Contracting and Evaluating Advertising: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12321§ion=text#cha6>

Official Languages Act: <http://laws-lois.justice.gc.ca/eng/acts/O-3.01/index.html>

Access to Information Act: <http://laws-lois.justice.gc.ca/eng/acts/A-1/index.html>

FIP Policy: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>

FIP Manual: <http://www.tbs-sct.gc.ca/fip-pcim/man-eng.asp>

Contracting Policy: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>

Multiculturalism Act: <http://laws-lois.justice.gc.ca/eng/acts/c-18.7>

Common Services Policy: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12025§ion=text>

Privacy Act: <http://laws-lois.justice.gc.ca/eng/acts/P-21/index.html>

Standard on Web Accessibility: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601§ion=text>

ANNEX "A.2"

STATEMENT OF WORK: CATEGORIES OF SERVICES

1. Account Services

1.1. ACCOUNT MANAGEMENT

1.2. ACCOUNT COORDINATION

2. Strategic Services

2.1. STRATEGIC PLANNING AND DIRECTION

3. Creative and Production Services

3.1. CREATIVE DIRECTION

3.2. GRAPHIC DESIGN

3.3. COPY WRITING, ENGLISH OR FRENCH

3.4. COPY EDITING, ENGLISH OR FRENCH

3.5. TRANSLATION AND ADAPTATION

3.6. PROOFREADING

3.7. PRODUCTION MANAGEMENT

3.8. PRODUCTION COORDINATION

4. Media Services

4.1. MEDIA STRATEGY AND DIRECTION

4.2. MEDIA RESEARCH AND ANALYTICS

4.3. MEDIA PLANNING AND COORDINATION

4.4. MEDIA DISTRIBUTION (TRAFFICKING)

Note: For ease of reference and to avoid repetition, please refer to the related document, ANNEX "A.1" STATEMENT OF WORK, section 1. Acronyms, for a summary of all the acronyms used in this document.

1. Account Services

1.1. ACCOUNT MANAGEMENT

The role and responsibilities include:

- Overseeing the day-to-day work of the Contractor's team members with respect to quality of work, timeliness, ability to work cohesively and within budget, and to deliver good value for money.
- Ensuring adherence to all procedures, standards and principles under the Contract.
- Ensuring effective communication and collaboration between the Contractor's team members, the PA, the AOR, and any other partners involved in fulfilling work under the Contract.
- Providing the necessary briefings to the Contractor's team members, as required, to facilitate the fulfillment of objectives under the Contract.
- Documenting all activities in all categories of services and all related direct costs for all work fulfilled under the Contract, including the required level of effort (time and resources), and ensuring that this documentation is readily available to the PA, as required.
- Ensuring that any changes to the TAs and agency briefs are fully documented and approved by the PA prior to any work being done, and that amendments to the TAs and/or the Contract are issued by the PA or the Contracting Authority, as required.
- Attending client briefings and meetings, and participating in conference calls, as required.
- Providing training to the PA, and to other GC institutions and partners, as required, to ensure a good understanding of the Contractor's processes, capabilities, technologies, consumer trends in general, digital advertising best practices, and benchmarks.
- Providing reports detailing the monitoring of activities in development, budgets and work schedules, providing estimates for approval, and advising the PA on a timely basis of any emerging issues as they arise (e.g., delays, budget variances).
- Facilitating creative production and ensuring that all materials are approved by the PA prior to production.
- Supervising and reporting on all work performed under the Contract by subcontractors.
- Working collaboratively with the PA on post-activity reviews as required.

1.2. ACCOUNT COORDINATION

The role and responsibilities include:

- Providing continuous support to the PA on all work performed under the Contract.
- Assisting the designated resource responsible for account management in the accomplishment of his role and responsibilities, as outlined in section 1.1. Account Management.

2. Strategic Services

2.1. STRATEGIC PLANNING AND DIRECTION

The role and responsibilities include:

- Providing strategic advice on digital advertising approaches and mechanisms to ensure quick response to emerging issues and crises.
- Developing strategies including recommendations, as required, across all digital target touch-points to address emerging issues and crises. Detail the objectives, strategies and methods of execution to be undertaken, including measures to assess effectiveness to determine if objectives are met. Details could include, but may not be limited to: objectives; branding; target audience; key messages; creative direction and concepts; recommendation for research and creative pre-testing, as required; budget; timing; rationale; deliverables; actions and next steps; evaluation process.
- Working in collaboration with the designated resource responsible for media strategy and direction:
 - o Provide advice and guidance on the use of new and emerging media and methods of execution, and consumer trends and technology developments that may impact strategies developed under the Contract.
 - o Prepare strategies using information provided in TAs and agency briefs, taking into consideration other marketing and communications activities coordinated outside the Contract. The Contractor may also need to provide secondary research and analysis data, which could include, but may not be limited to: consumer and market research; target market analyses; proprietary research.
 - o Ensure strategies are actionable with validated support and ideas that are aligned.
 - o Ensure strategies are approved by the PA prior to implementation.

3. Creative and Production Services

3.1. CREATIVE DIRECTION

The role and responsibilities include:

- Overseeing and providing direction on overall quality and design of all creative elements, concepts, development and production of all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
- Attending client briefings and meetings, and participating in conference calls, as required.
- Assigning, directing and supervising all aspects of the production team, including, but not limited to: graphic design; copy writing; copy editing; proofreading; translation and adaptation; production management; production coordination.
- Overseeing and providing direction for all creative work produced by subcontractors.

3.2. GRAPHIC DESIGN

The role and responsibilities include:

-
- Developing creative concepts based on creative briefs, with copy and artwork, and facilitating production of all creative materials, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
 - Working in collaboration with the designated resource responsible for creative direction, advising the PA on where and when existing creative materials may be used and where and when original materials may be required.

3.3. COPY WRITING, ENGLISH OR FRENCH

The role and responsibilities include:

- Providing copy direction and ensuring overall quality of all copy elements from concepts to final materials, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
- Creating new copy elements or making revisions to existing copy elements in English or French, as required.
- Ensuring that messaging is consistent for the target audiences, as required.

3.4. COPY EDITING, ENGLISH OR FRENCH

The role and responsibilities include:

- Working in collaboration with the designated resource responsible for copy writing:
 - o Editing all copy elements from concepts to final materials, in English or French, as required, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
 - o Ensuring that messaging is consistent for the target audiences, as required.

3.5. TRANSLATION AND ADAPTATION

The role and responsibilities include:

- Working in collaboration with the designated resources responsible for copy writing and copy editing:
 - o Provide or manage the translation and adaptation of all creative materials from one official language to the other, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
 - o Provide or manage through subcontractors the translation and adaptation of all creative materials into Aboriginal and/or languages as and when required.

3.6. PROOFREADING

The role and responsibilities include:

- Working in collaboration with the designated resources responsible for copy writing, copy editing, and translation and adaption:
 - o Proofread all copy elements in both official languages to ensure accuracy and proper equivalency between the languages, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
 - o Manage the proofreading of all creative materials that have been translated into Aboriginal or ethnic languages as and when required.

3.7. PRODUCTION MANAGEMENT

The role and responsibilities include:

- Providing production management services for all digital advertising creative materials and any other marketing materials in support of digital advertising activities. Responsibilities could include, but may not be limited to: providing production cost estimates; negotiating with production subcontractors; establishing production contingency plans when unforeseen issues arise; obtaining legal clearance for intellectual property; negotiating copyright on behalf of the Crown; casting, paying talent and residual fees; obtaining and documenting talent releases.
- Ensuring production supervision and quality control for all digital advertising creative materials, including work performed by subcontractors.
- Ensuring adherence to all constraints under the Contract that may have an impact on creative and production (see ANNEX "A.1" STATEMENT OF WORK, section 6.5. CONSTRAINTS).

3.8. PRODUCTION COORDINATION

The role and responsibilities include:

- Coordinating all stages of production for all digital advertising creative materials and any other marketing materials in support of digital advertising activities.
- All "studio services", such as file retrieval, retention and upload, burning CDs, mounting and mock-ups, to support the various stages of production for all creative materials are included within this category of service.

4. Media Services

4.1. MEDIA STRATEGY AND DIRECTION

The role and responsibilities include:

-
- Developing media strategies and tactical plans that are supported by media analyses and consumer insights.
 - Developing media strategies that respond to the required objectives, while optimizing cost efficiencies and effectiveness, and taking into consideration the role and impact of other related marketing and communications activities on all media channels (paid, owned and earned), digital and non-digital.
 - Working in collaboration with the designated resource responsible for strategic planning and direction:
 - Provide advice and guidance on the use of new and emerging media, and methods of execution;
 - Develop media insights to inform the strategies, using information from the creative and media briefs, consumer and market research, media industry and proprietary research tools.
 - Provide the basic components, rationale and research support for the following: media objectives; target audiences; coverage; timing; selection; recommended weight, reach and frequency; audience receptivity; media properties, cost by property; total media budget; media distribution plan.
 - Other responsibilities could include:
 - Ensuring a close working relationship with the AOR.
 - Briefing the AOR on media strategies and tactical plan specifications.
 - Ensuring that all media strategies and tactical plans are approved by the PA, and that all media negotiations and placements are made through the AOR.
 - Ensuring accurate media budget control and providing cost estimates for all media activities, taking into account AOR reports received periodically confirming media bookings and savings, providing recommendations to the PA on budget reallocation, as required, and ensuring that all documentation is readily available to the PA.
 - Reviewing, analyzing and providing feedback to the AOR, as required, on reports received periodically on media buy performance during advertising activities and after they have ended (e.g., internet reports, search engine marketing optimization reports), to determine if activities are having the desired outcome, and providing updates and recommendations to the PA, as required, to improve performance.

4.2. MEDIA RESEARCH AND ANALYTICS

The role and responsibilities include:

- Researching media availability.
- Researching new and emerging media.
- Researching target audiences' media consumption, receptivity and market trends.
- Collecting, analyzing and interpreting data across all digital target touch-points to aggregate into reports, to ensure that activities are having the desired outcomes, that objectives are met, and that issues and opportunities are addressed.
- Working in collaboration with the designated resource responsible for media strategy and direction:

- Reviewing, analyzing and providing feedback to the AOR, as required, on reports received periodically on media buy performance during advertising activities and after they have ended (e.g., internet reports, search engine marketing optimization reports), to determine if activities are having the desired outcome, and providing updates and recommendations to the PA, as required, to improve performance.

4.3 MEDIA PLANNING AND COORDINATION

The role and responsibilities include:

- Developing media plans based on media strategies and tactical plans. Media plans could include, but may not be limited to:
 - Campaign timing
 - Media selection and rationale, including, but not limited to:
 - Recommended media placements and costs; media weights, reach, frequency and ad formats; media properties and cost by property; total media budget; flight plan, flow chart of activity and media exposure.
- Ensuring adherence to all constraints under the Contract that may have an impact on media planning (see ANNEX "A.1" STATEMENT OF WORK, section 6.5. CONSTRAINTS).
- Working in collaboration with the designated resource responsible for media strategy and direction:
 - Ensure accurate media budget control and provide cost estimates for all media activities, taking into account AOR reports received periodically confirming media bookings and savings, providing recommendations to the PA on budget reallocation, as required, and ensuring that all documentation is readily available to the PA.
 - Review, analyze and provide feedback to the AOR, as required, on reports received periodically on media buy performance during advertising activities and after they have ended (e. g. internet reports, search engine marketing optimization reports), to determine if activities have had the desired outcome, and provide updates and recommendations to the PA, as required, to improve performance.
 - Collect, analyze and interpret data across all digital target touch-points to aggregate into reports, to ensure that activities are having the desired outcomes, that objectives are met, and that issues and opportunities are followed up upon.
- Working in collaboration with the designated resource responsible for media research to:
 - Research media availability.
 - Research new and emerging media.
 - Research target audience media consumption, receptivity and market trends.

4.4 MEDIA DISTRIBUTION (TRAFFICKING)

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The role and responsibilities include:

- Ensuring timely delivery to the AOR of all creative materials in the proper formats for trafficking, in accordance with AOR production requirements (see ANNEX "A.1" STATEMENT OF WORK, section 6.5.4. Creative Development).

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ANNEX "B"

BASIS OF PAYMENT

NOTE TO BIDDERS:

Bidders must submit an hourly rate for each of the four (4) key categories of services and one single blended hourly rate (see table below under B.1) The single blended hourly rate to be submitted is the rate Bidders will charge for any of the following services:

- o Account Coordination
- o Graphic Design
- o Copy Writing, English or French
- o Copy Editing, English or French
- o Translation and Adaptation
- o Proofreading
- o Production Management
- o Production Coordination
- o Media Planning and Coordination
- o Media Research and Analytics
- o Media Distribution (trafficking)

The names of resources which will be identified in any resulting contract must have the knowledge and expertise necessary to fulfill the roles and responsibilities indicated in Annex "A.2".

The Bidder will be paid in accordance with the following Basis of Payment for Work performed pursuant to any resulting contract.

Bidders must include all agency charges in their hourly rates as no other agency fee or commission will be payable above these rates.

The hourly rates are firm and will be used in the evaluation.

B.1 HOURLY RATES

The firm hourly rates are all inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e., project office space [including the Bidder's hardware and software], word processing, reports, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rate identified hereunder, and will not be permitted as direct charges under any contract. **The Bidder is not permitted to charge hourly rates to prepare work estimates.**

The rates are in Canadian currency, duties are included, and Harmonized Sales Tax (HST) is extra.

Category of Service	NAME OF RESOURCE(S)	HOURLY RATE INITIAL CONTRACT PERIOD	HOURLY RATE OPTION PERIOD 1	HOURLY RATE OPTION PERIOD 2
Account Management	To be identified in each TA	\$ _____	\$ _____	\$ _____
Strategic Planning and Direction	To be identified in each TA	\$ _____	\$ _____	\$ _____
Media Strategy and Direction	To be identified in each TA	\$ _____	\$ _____	\$ _____
Creative Direction	To be identified in each TA	\$ _____	\$ _____	\$ _____

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Blended Hourly Rate	Identification not required	\$ _____	\$ _____	\$ _____
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B.2 PRODUCTION COSTS

The production costs are costs associated with the production of the ads and marketing/partnership activities and products, excluding the professional fees billed as hourly rate.

Production costs will be reimbursed at cost, as subcontracted services and direct expenses.

B.2.1 SUBCONTRACTED SERVICES

The Bidder will be reimbursed at cost for any actual expenditures reasonably and properly incurred to acquire goods and services from outside suppliers at the suppliers' price, net of any trade or prompt payment discounts.

For each subcontracted service over \$25,000.00 (GST/HST included), during the life of the contract which includes the option periods, the Bidder will obtain competitive bids from no less than three outside suppliers. The Bidder must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria, and the results.

B.2.2 DIRECT EXPENSES

The professional fees submitted in B.1 are all inclusive.

The Bidder will be reimbursed for expenses not covered in the Hourly Rates, in certain cases and at the sole discretion of Canada, where services outside of normal overhead expenses are required to complete the Work. Such expenses may be allowable as direct expenses given the service(s) is/are documented upon approval of the Estimate. These expenses will be reimbursed net of any discounts, with no mark-up, provided the costs are approved in advance by the Project Authority and they are reasonably and properly incurred in carrying out production and advertising services.

B.3 TRAVEL AND LIVING EXPENSES

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

B.4 CONTRACTUAL JOINT VENTURE (IF APPLICABLE)

The Bidder is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of monies under the Contract to the identified lead member, (insert name), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition, it is agreed that giving notice by Canada to the identified lead member shall be deemed notice to all parties.

ANNEX "C"**TECHNICAL AND FINANCIAL EVALUATION****C.1 Mandatory Technical Criteria****C.1.1 EXPERIENCE OF THE BIDDER****C.1.2 KEY PERSONNEL****C.1.3 CERTIFICATION REQUIREMENTS****C.2 Point Rated Criteria****C.2.1 EXPERIENCE OF THE BIDDER – REQUIREMENTS AND RATED CRITERIA****C.2.1.1 Requirements****C.2.1.2 Rated Criteria**

C.2.1.2.1 Strategic Thinking – Solution/Creative Concept

C.2.1.2.2 Strategic Thinking – Media

C.2.1.2.3 Quality of Creative Material

C.2.1.2.4 Breadth and Depth of Experience with a Range of Digital Media Channels

C.2.1.2.5 Breadth of Experience Targeting Audiences with Various Demographic and/or Ethnographic Profiles

C.2.1.2.6 Breadth of Experience Developing Different Types of Campaigns

C.2.1.3 Template**C.2.2 KEY PERSONNEL – REQUIREMENTS AND RATED CRITERIA****C.2.2.1 Requirements****C.2.2.2 Rated Criteria**

C.2.2.2.1 Account Management

C.2.2.2.2 Strategic Planning and Direction

C.2.2.2.3 Media Strategy and Direction

C.2.2.2.4 Creative Direction

C.2.3 MANAGEMENT APPROACH – REQUIREMENTS AND RATED CRITERIA**C.2.3.1 Requirements****C.2.3.2 Rated Criteria**

C.2.3.2.1 Robust Management Systems

C.2.3.2.2 Quality Assurance Process for Language and Creative Adaptation

C.2.4 ENVIRONMENTAL CRITERIA – REQUIREMENTS AND RATED CRITERIA**C.2.4.1 Requirements****C.2.4.2 Rated Criteria****C.2.5 PROPOSAL OF BIDDER – REQUIREMENTS AND RATED CRITERIA****C.2.5.1 Requirements****C.2.5.2 Rated Criteria****C.3 Financial Evaluation**

C.1 Mandatory Technical Criteria

The Bidder must meet all the mandatory technical criteria.

C.1.1 EXPERIENCE OF THE BIDDER

The Bidder must submit three (3) examples of digital advertising campaigns which were completed* within the last three (3) years of the bid closing date. For each example, the Bidder must provide one (1) electronic copy of associated creative examples.

* Completed digital advertising campaign is one for which planning and production have been completed, tactics have been executed and measured results are known.

C.1.2 KEY PERSONNEL

The Bidder must propose one (1) resource per key personnel category.

The key personnel categories and the minimum years of experience per category for the proposed resources are:

Account Management	Three (3) years as an Account Director, Senior Account Director or equivalent
Strategic Planning and Direction - Digital Advertising	Five (5) years as Strategic Planner, Account Planner, Senior Strategist or equivalent
Media Strategy and Direction - Digital Advertising	Five (5) years as a Media Director, Corporate Media Director or equivalent
Creative Direction - Digital Advertising	Five (5) years as a Creative Director, Executive Creative Director, Group Creative Director or equivalent

C.1.3 CERTIFICATION REQUIREMENTS

The Bidder must comply with the certification requirements as described in Part 5.

C.2 Point Rated Criteria

Rated Criteria	Minimum Points Required	Maximum Points
C.2.1 Experience of the Bidder	342	570
C.2.2 Key Personnel	240	400
C.2.3 Management Approach	60	100
C.2.4 Environmental	N/A	30
C.2.5 Proposal of the Bidder	N/A	30
TOTAL	N/A	1130

Bidders that fail to meet the minimum points in any rated criterion will be considered non-responsive.

The following scoring grid will be used for the evaluation of all rated criteria.

Percentage	Rating Level	Description
80-100%	Strong	<ul style="list-style-type: none"> The information is comprehensive and provides an excellent picture of what was requested. Meets all or exceeds many or all the requirements of the capability, expertise or capacity being evaluated. No inherent weaknesses. Distinguish themselves from the norm.
60-79%	Satisfactory	<ul style="list-style-type: none"> The information provides a good picture of what was requested. Some aspects are less clear. Meets most of the requirements of the capability, expertise or capacity being evaluated. Overall, the strengths outnumber the one or two moderate, or several minor weaknesses or deficiencies that are present. The weaknesses pose no important risk to the project.
40-59%	Weak	<ul style="list-style-type: none"> The information provides only a partial picture of what was requested and is, therefore, difficult to evaluate. Meets some of the requirements of the capability, expertise or capacity being evaluated. One or more major weaknesses or deficiencies are present which pose important risk to the project.
0-39%	Unacceptable	<ul style="list-style-type: none"> Did not submit enough or the right information to adequately evaluate the requirement

C.2.1 EXPERIENCE OF THE BIDDER – REQUIREMENTS AND RATED CRITERIA

C.2.1.1 Requirements

What we are looking for:

Demonstration that the Bidder or its key personnel has developed and produced compelling and insightful digital advertising creative solutions, and has successfully implemented digital advertising campaigns using a variety of media channels and approaches (e. g., search engine marketing [paid search], paid social media, display [basic and rich media], mobile), targeted to different audiences (e. g., different demographic or ethnographic profiles), to meet business or social objectives for its clients (e. g., brand management, social change, engagement, sales promotion, awareness). Demonstration that the Bidder has high quality production capabilities.

The Bidder should provide three (3) examples of digital advertising campaigns that were completed* within the past three (3) years of the bid closing date and produced by the Bidder or its key personnel. One of the examples should be a campaign that used paid social media. One of the examples should be a campaign that used search engine marketing (paid search) and one other digital advertising media channel or approach. One of the examples should be a campaign that used digital advertising in combination with or in support of other marketing efforts. Examples should be for three (3) different campaigns. For each example provided, the Bidder should follow the example template provided in section C.2.1.3 Template.

* Completed advertising campaign is one for which planning and production have been completed, tactics have been executed, and measured results are known.

C.2.1.2 Rated Criteria

The three examples of digital advertising campaigns submitted by the Bidder in response to C.2.1.1 Requirements will be evaluated as follow:

Criteria C.2.1.2.1 Strategic Thinking – Solution/Creative Concept, C.2.1.2.2 Strategic Thinking – Media and C.2.1.2.3 Quality of Creative Material: Each of the three examples will be evaluated separately. The technical score will be calculated using the average score obtained by each of the three examples.

Criteria C.2.1.2.4 Breadth and Depth of Experience with a Range of Digital Media Channels, C.2.1.2.5 Breadth of Experience Targeting Audiences with Various Demographic and/or Ethnographic Profiles and C.2.1.2.6 Breadth of Experience Developing Different Types of Campaigns: All three examples will be evaluated collectively and the technical score will be calculated accordingly.

C.2.1.2.1 Strategic Thinking – Solution/Creative Concept (150 points total)

The Bidder:

Rated Criteria	Maximum Points
Clearly and succinctly articulated the client's objectives and the role of the agency.	15
Demonstrated an in-depth understanding of the product, service, social issue, market(s) and target audience(s).	30
Extrapolated key insight(s) to rationalize creative and media recommendations.	25
Recommended insightful creative and described why and how the creative idea resonated with and motivated the target audience(s).	30
Rationalized how the creative examples worked together, and why, to achieve the stated business objective(s).	30

C.2.1.2.2 Strategic Thinking – Media (150 points total)

The Bidder:

Rated Criteria	Maximum Points
Developed a comprehensive approach to recommending specific communications vehicles to meet the objective(s).	55
Provided recommendations that were supported by evidence and focused on results	55
Demonstrated that campaign execution was true to the strategy.	40

C.2.1.2.3 Quality of Creative Material (60 points total)

The Bidder:

- Demonstrated the production quality of the various elements being technically sound (e. g., layout, sound, animation, art direction, overall technical execution).

C.2.1.2.4 Breadth and Depth of Experience with a Range of Digital Media Channels (100 points total)

The Bidder:

- Demonstrated experience in employing a variety of digital media channels.

C.2.1.2.5 Breadth of Experience Targeting Audiences with Various Demographic and/or Ethnographic Profiles (50 points total)

The Bidder:

- Demonstrated experience in executing campaigns aimed at a variety of audiences.

C.2.1.2.6 Breadth of Experience Developing Different Types of Campaigns (60 points total)

The Bidder:

- Demonstrated experience in executing different types of campaigns (e.g., different business objectives, different sectors of activity).

C.2.1.3 Template

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The Bidder should: use the headings and sub-headings provided below; use plain language; provide facts and sources; and ensure that creative samples are properly labeled.

EXAMPLE # _____

SECTION I: BACKGROUND

Agency Name

Campaign Name

Client Name

Campaign Dates

Geographic Area Covered

Campaign Budget: Under \$500K; \$500K-\$1M; \$1M-\$2M; \$2M-\$3M; Over \$3M

SECTION II: SITUATION ANALYSIS (300 words maximum)

Describe your client's business requirement, challenge or opportunity, and what your agency was hired to do. Include a description of the product, service or social issue at the heart of the campaign, the market(s) and the target audience(s).

SECTION III: STRATEGIC THINKING (700 words maximum)

Describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client's objectives. This should include: a summary of the key data, information and/or insights that anchored your strategic recommendations and why (including specific media research tools used, see C.2.1.1.2 Requirement 2); a description of the creative idea; the central message; the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s); and a summary of the media strategy and why it would meet the objectives.

SECTION IV: CAMPAIGN EXECUTION (400 words maximum)

Describe what approaches were used and how all the elements of the campaign worked together. Explain how the creative idea was executed in the various digital media channels and illustrate the role of each element and the synergy between them. Summarize the media plan (percentage of budget allocated to each media channel, weight levels and roll-out dates by medium) and the rationale behind it.

SECTION V: RESULTS (300 words maximum)

Summarize campaign results. Results should be for the entire campaign period and should not only relate to specific peaks where results were the best. Include campaign metrics (key performance indicators) and outcome(s) relative to the benchmarks and the client's business objectives.

SECTION VI: GENERAL (OPTIONAL) (300 words maximum)

Provide any additional information that could be useful in better understanding the outcome of the campaign and the contribution of your company. For example, specific challenges which were identified and resolved, award(s) received for the campaign, etc.

SECTION VII: CREATIVE EXAMPLES

Provide one (1) electronic copy of final versions* of all related campaign creative materials, on USB, DVD, CD or flash drive, formatted for viewing with Adobe Acrobat and/or Windows Media Player.

* Final versions refer to those that appeared in media. Draft creative will not be accepted.

C.2.2 KEY PERSONNEL – REQUIREMENTS AND RATED CRITERIA

What we are looking for:

Demonstration that the Bidder has personnel in key service categories with the capability, capacity and expertise to provide the required services and deliverables listed in the Statement of Work.

C.2.2.1 Requirements

For each of the four key personnel service categories below, the Bidder should provide the curriculum vitae (CV) of one (1) proposed individual who will be assigned to work on the Government of Canada's campaigns. Only individuals who meet the minimum number of years of experience required for each category of service will be evaluated (see C.1.2 KEY PERSONNEL).

Key Personnel Categories of Services:

- Account Management
- Strategic Planning and Direction
- Media Strategy and Direction
- Creative Direction

Each CV should be limited to two (2) pages and include the following information:

- The proposed category of service for which the individual is being proposed
- The number of years of experience in the digital advertising field
- The number of years of experience in the proposed category of service
- Any professional accreditations, related professional development, and awards
- Three (3) examples* of projects in the last three (3) years (from the bid closing date) that demonstrate the individual's expertise in their field.

* Each example should provide details on the scope and size of the project and the individual's role and contribution. Examples may be the same as those provided in response to C.2.1 EXPERIENCE OF THE BIDDER – REQUIREMENTS AND RATED CRITERIA, C.2.1.1 Requirements.

C.2.2.2 Rated Criteria

C.2.2.2.1 Account Management (100 points total)

Rated Criteria		Maximum Points
Number of years in the digital advertising/marketing communications field:	3-5 years	4
	6-9 years	6
	10+ years	8
Relevant combined formal education, accreditation and professional development		10
Efforts made to maintain or upgrade their professional skills and knowledge		7
Relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) examples of projects provided in their CV.		25 for each example

C.2.2.2.2 Strategic Planning and Direction (100 points total)

Rated Criteria		Maximum Points
Number of years in the digital advertising/marketing communications field:	3-5 years	4
	6-9 years	6
	10+ years	8
Relevant combined formal education, accreditation and professional development		10
Efforts made to maintain or upgrade their professional skills and knowledge		7
Relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) examples of projects provided in their CV.		25 for each example

C.2.2.2.3 Media Strategy and Direction (100 points total)

Rated Criteria		Maximum Points
Number of years in the digital advertising/marketing communications field:	5-6 years	4
	7-9 years	6
	10+ years	8
Relevant combined formal education, accreditation and professional development		7
Efforts made to maintain or upgrade their professional skills and knowledge		5
Experience planning national* campaigns to reach English and French audiences		5
Relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) examples of projects provided in their CV.		25 for each example

* National campaign is defined as a campaign delivered in at least four regions of Canada, and one of these four regions must be Quebec. The regions are: British Columbia; Prairies (Alberta, Saskatchewan, and Manitoba); Ontario; Quebec; Atlantic (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador); and the Territories (Yukon, North West Territories, Nunavut).

C.2.2.2.4 Creative Direction (100 points total)

Rated Criteria		Maximum Points
Number of years in the digital advertising/marketing communications field:	5-6 years	4
	7-9 years	6
	10+ years	8
Relevant combined formal education, accreditation and professional development		7
Efforts made to maintain or upgrade their professional skills and knowledge		5
Experience planning national* campaigns to reach English and French audiences		5
Relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) examples of projects provided in their CV.		25 for each example

C.2.3 MANAGEMENT APPROACH – REQUIREMENTS AND RATED CRITERIA

C.2.3.1 Requirements

What we are looking for:

Demonstration that the Bidder can manage competing priorities, assign the required resources to a project, and control budgets, timelines and quality.

C.2.3.2 Rated Criteria

C.2.3.2.1 Robust Management Systems (50 points total)

The Bidder should describe: how they assign resources to projects and control budgets and timelines; the systems and processes that are in place to manage projects that may require the use of the same limited resources and their approach to acquiring surge capacity; and their approach to quality assurance.

C.2.3.2.2 Quality Assurance Process for Language and Creative Adaptation (50 points total)

The Bidder should describe the processes that are in place to ensure the quality of creative materials that are translated or adapted from one of Canada's official languages into the other, and into any number of other languages for various ethno-cultural audiences.

C.2.4 ENVIRONMENTAL CRITERIA – REQUIREMENTS AND RATED CRITERIA

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C.2.4.1 Requirements

What we are looking for:

Demonstration that the Bidder has environmentally ethical and sustainable business practices.

C.2.4.2 Rated Criteria (30 points total)

The Bidder should provide: its existing or proposed company-wide environmental statement and mission, including environmental measures undertaken in office operations; and its existing or proposed action plan for materials and/or equipment sourcing (e. g., intended use of recycled or reused products, waste management strategy, etc.).

C.2.5 PROPOSAL OF THE BIDDER – REQUIREMENTS AND RATED CRITERIA (30 points total)

C.2.5.1 Requirements

What we are looking for:

Demonstration that the overall format and presentation of the bid provide thorough, concise and clear re-sponses, and that the Bidder has taken into account the proposed instructions on how information should be presented (e.g. use of template, number of characters). Demonstration that the Bidder has applied a quality assurance processes in the preparation of the bid.

C.2.5.2 Rated Criteria (30 points total)

The Bidder should:

Rated Criteria	Maximum Points
Ensure that the bid submission is organized following the same order as the RFP, referring to the same numbering used in the RFP and is presented in accordance with the instructions provided in the RFP.	20
Apply a quality assurance process, ensuring that the bid submission is complete and of high quality.	10

C.3 FINANCIAL EVALUATION

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for advertising services.

The financial scores will be calculated as follows:

Step 1: For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the three periods of the contract (initial 1-year period, extension period 1, extension period 2).

Example of Step 1:

Bidder A

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	AVERAGE HOURLY RATE
Account Management	\$150.00	\$155.00	\$160.00	\$155.00
Strategic Planning and Direction	\$160.00	\$165.00	\$170.00	\$165.00
Media Strategy and Direction	\$160.00	\$165.00	\$170.00	\$165.00
Creative Direction	\$180.00	\$185.00	\$190.00	\$185.00
Blended Rate for all other services	\$190.00	\$195.00	\$200.00	\$195.00

Bidder B

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	AVERAGE HOURLY RATE
Account Management	\$175.00	\$180.00	\$185.00	\$180.00
Strategic Planning and Direction	\$180.00	\$185.00	\$190.00	\$185.00
Media Strategy and Direction	\$180.00	\$185.00	\$190.00	\$185.00
Creative Direction	\$200.00	\$205.00	\$210.00	\$205.00
Blended Rate for all other services	\$170.00	\$175.00	\$180.00	\$175.00

Bidder C

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	AVERAGE HOURLY RATE
Account Management	\$320.00	\$325.00	\$330.00	\$325.00
Strategic Planning and Direction	\$330.00	\$335.00	\$340.00	\$335.00
Media Strategy and Direction	\$330.00	\$335.00	\$340.00	\$335.00
Creative Direction	\$345.00	\$350.00	\$355.00	\$350.00
Blended Rate for all other services	\$330.00	\$335.00	\$340.00	\$335.00

Bidder D

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	AVERAGE HOURLY RATE
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Account Management	\$375.00	\$380.00	\$380.00	\$380.00
Strategic Planning and Direction	\$420.00	\$425.00	\$430.00	\$425.00
Media Strategy and Direction	\$420.00	\$425.00	\$430.00	\$425.00
Creative Direction	\$385.00	\$390.00	\$395.00	\$390.00
Blended Rate for all other services	\$355.00	\$360.00	\$365.00	\$360.00

Bidder E

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	AVERAGE HOURLY RATE
Account Management	\$45.00	\$50.00	\$55.00	\$50.00
Strategic Planning and Direction	\$65.00	\$70.00	\$75.00	\$70.00
Media Strategy and Direction	\$65.00	\$70.00	\$75.00	\$70.00
Creative Direction	\$55.00	\$60.00	\$65.00	\$60.00
Blended Rate for all other services	\$35.00	\$40.00	\$45.00	\$40.00

Step 2: The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

Example of Step 2:

Bidder	ACCOUNT MANAGEMENT	STRATEGIC PLANNING AND DIRECTION	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE (OTHER SERVICES)
Bidder A	\$155.00	\$165.00	\$165.00	\$185.00	\$195.00
Bidder B	\$180.00	\$185.00	\$185.00	\$205.00	\$175.00
Bidder C	\$325.00	\$335.00	\$335.00	\$350.00	\$335.00
Bidder D	\$380.00	\$425.00	\$425.00	\$390.00	\$360.00
Bidder E	\$50.00	\$70.00	\$70.00	\$60.00	\$40.00
OVERALL AVERAGE	\$220.00	\$228.33	\$228.33	\$246.66	\$235.00

Step 3: If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

Example of Step 3:

Bidder	ACCOUNT MANAGEMENT	STRATEGIC PLANNING AND DIRECTION	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE (OTHER SERVICES)
Bidder A	\$155.00	\$165.00	\$165.00	\$185.00	\$195.00
Bidder B	\$180.00	\$185.00	\$185.00	\$205.00	\$175.00

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Bidder C	\$325.00	\$335.00	\$335.00	\$350.00	\$335.00
Bidder D	\$380.00	\$425.00	\$425.00	\$390.00	\$360.00
Bidder E	\$50.00	\$70.00	\$70.00	\$60.00	\$40.00
OVERALL AVERAGE	\$220.00	\$228.33	\$228.33	\$246.66	\$235.00
Maximum Responsive Hourly Rate	\$440.00	\$456.66	\$456.66	\$493.32	\$470.00
Minimum Responsive Hourly Rate	\$110.00	\$114.17	\$114.17	\$123.33	\$117.50

The Bid from Bidder E would be non-responsive as they did not meet the minimum responsive hourly rate.

Step 4: The weighted Financial Score will be determined per category of service

Example of Step 4:

Lowest Responsive Hourly Rate X 4 = Weighted Financial Score per Category
Bidder's Hourly Rate

Bidder	ACCOUNT MANAGEMENT	WEIGHTED FINANCIAL SCORE
Bidder A	\$155.00	4
Bidder B	\$180.00	3.44
Bidder C	\$325.00	1.91
Bidder D	\$380.00	1.63

Bidder	STRATEGIC PLANNING AND DIRECTION	WEIGHTED FINANCIAL SCORE
Bidder A	\$165.00	4
Bidder B	\$185.00	3.57
Bidder C	\$335.00	1.97
Bidder D	\$425.00	1.55

Bidder	MEDIA STRATEGY & DIRECTION	WEIGHTED FINANCIAL SCORE
Bidder A	\$165.00	4
Bidder B	\$185.00	3.57
Bidder C	\$335.00	1.97
Bidder D	\$425.00	1.55

Bidder	CREATIVE DIRECTOR	WEIGHTED
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		FINANCIAL SCORE
Bidder A	\$185.00	4
Bidder B	\$205.00	3.61
Bidder C	\$350.00	2.11
Bidder D	\$390.00	1.9

Bidder	BLENDED RATE (OTHER SERVICES)	WEIGHTED FINANCIAL SCORE
Bidder A	\$195.00	3.59
Bidder B	\$175.00	4
Bidder C	\$335.00	2.09
Bidder D	\$360.00	1.94

Step 5: The Total Financial Score will be calculated by adding all of the weighted Financial Scores per category.

Example of Step 5:

Bidder	ACCOUNT MANAGEMENT	STRATEGIC PLANNING AND DIRECTION	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE (OTHER SERVICES)	TOTAL SCORE
Bidder A	4	4	4	4	3.59	19.59
Bidder B	3.44	3.57	3.57	3.61	4	18.19
Bidder C	1.91	1.97	1.97	2.11	2.09	10.05
Bidder D	1.63	1.55	1.55	1.9	1.94	8.57

ANNEX "D"**FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - CERTIFICATION**

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with such request by Canada will also render the bid non-responsive or will constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit HRSDC-Labour's website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- () A1. The Bidder certifies having no work force in Canada.
- () A2. The Bidder certifies being a public sector employer.
- () A3. The Bidder certifies being a federally regulated employer being subject to the *Employment Equity Act*.
- () A4. The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).
- A5. The Bidder has a combined workforce in Canada of 100 or more employees; and
- () A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with HRSDC-Labour.

OR

- () A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to HRSDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to HRSDC-Labour.

B. Check only one of the following:

- () B1. The Bidder is not a Joint Venture.

OR

- () B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

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ANNEX "E" - TASK AUTHORIZATION FORM PWGSC-TPSGC 572Travaux publics et
Services gouvernementaux
CanadaPublic Works and
Government Services
Canada**Annex**
Annexe**Task Authorization**
Autorisation de tâche

Contract Number - Numéro du contrat

Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu
	Total Estimated Cost of Task (GST/HST extra) Coût total estimatif de la tâche (TPS/TVH en sus) \$

Security Requirements: This task includes security requirements

Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité

No - Non

Yes - Oui

If YES, refer to the Security Requirements Checklist (SCRL) included in the Contract

Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat

**For Revision only - Aux fins de révision seulement**

TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (GST/HST Extra) before the revision Coût total estimatif de la tâche (TPS/TVH en sus) avant la révision \$	Increase or Decrease (GST/HST Extra), as applicable Augmentation ou réduction (TPS/TVH en sus), s'il y a lieu \$
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**Start of the Work for a TA : Work cannot commence until a
TA has been authorized in accordance with the conditions
of the contract.****Début des travaux pour l'AT : Les travaux ne peuvent pas
commencer avant que l'AT soit autorisée conformément
au contrat.****1. Required Work: - Travaux requis :**

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

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**Annex
Annexe**

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date

**Annex
Annexe**

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date