



**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 0B2 / Noyau 0B2**

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**Request For a Standing Offer
Demande d'offre à commandes**

Departmental Individual Standing Offer (DISO)

Offre à commandes individuelle du département(OCID)

Canada, as represented by the Minister of Public Works and
Government Services Canada, hereby requests a Standing Offer
on behalf of the Identified Users herein.

Le Canada, représenté par le ministre des Travaux Publics et
Services Gouvernementaux Canada, autorise par la présente,
une offre à commandes au nom des utilisateurs identifiés
énumérés ci-après.

Comments - Commentaires

**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

| | |
|--|--|
| Title - Sujet Press Release Distribution | |
| Solicitation No. - N° de l'invitation EN578-211808/A | Date 2021-10-31 |
| Client Reference No. - N° de référence du client EN578-21-1808 | GETS Ref. No. - N° de réf. de SEAG PW-\$\$CY-037-80525 |
| File No. - N° de dossier cy037.EN578-211808 | CCC No./N° CCC - FMS No./N° VME |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Standard Time EST on - le 2021-11-30 Heure Normale du l'Est HNE | |
| Delivery Required - Livraison exigée See Herein – Voir ci-inclus | |
| Address Enquiries to: - Adresser toutes questions à: Kamal, Mostafa A. | Buyer Id - Id de l'acheteur cy025 |
| Telephone No. - N° de téléphone (343)549-5130 () | FAX No. - N° de FAX () - |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA Phase III, Place du Portage 11 Laurier Street Gatineau Quebec K1A0S5 Canada | |
| Security - Sécurité This request for a Standing Offer does not include provisions for security. Cette Demande d'offre à commandes ne comprend pas des dispositions en matière de sécurité. | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|--|--|
| 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

1.1 Introduction

The Request for Standing Offers (RFSO) is divided into six parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Offeror Instructions: provides the instructions applicable to the clauses and conditions of the RFSO;
- Part 3 Offer Preparation Instructions: provides offerors with instructions on how to prepare their offer to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the offer, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 6A, Standing Offer, and 6B, Resulting Contract Clauses:
 - 6A, includes the Standing Offer containing the offer from the Offeror and the applicable clauses and conditions;
 - 6B, includes the clauses and conditions which will apply to any contract resulting from a call-up made pursuant to the Standing Offer.

The Annexes include the Statement of Work, the Basis of Payment, the Rated Requirements Evaluation Grid, Client Requirement Sheet and any other annexes.

1.2 Summary

- 1.2.1 The period of the standing offer is from date of issuance to Dec. 31, 2022 with optional five (5) additional one year periods.

The purpose of this Request for Standing Offer is to seek the services of firms that provide one or more of the following services:

Category 1:

Press Release and Social Media Distribution - Distribution of news releases, media advisories, photographs and other communications products, on an 'as and when requested' basis to media, social networks and government officials across Canada (and internationally, as required); using simultaneous dedicated newswire, e-mail and online channels with the ability to include print, audio, video, web links to bookmarked networks, contextual tags, and include the ability for search engine Optimization, tracking, reporting and hosting conversations via comment box

Optional Requirement - Photo Assignment: Access to professional photographers and photo editing services across Canada, on an 'as and when required basis", for image acquisition, editing, production and distribution. The photo assignments may be required for special events across

Canada, and the assignments will be used exclusively for photography used in press releases.

Category 2:

Media Contacts Database with Distribution - provision of a searchable online media database providing detailed, up to date news organizations and contacts with the ability for users to distribute news releases, media advisories and other communications products via e-mail.

- 1.2.2 The requirement is subject to a preference for Canadian services.
- 1.2.3 Authorized clients include all departments and agencies listed in schedules I through III of the Financial Administration Act.
- 1.2.4 The Request for Standing Offers (RFSO) is to establish National Master Standing Offers for the requirement detailed in the RFSO, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries to locations within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside of the resulting standing offers.
- 1.2.5 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA)
- 1.2.6 This RFSO allows offerors to use the epost Connect service provided by Canada Post Corporation to transmit their offers electronically. Offerors must refer to Part 2 of the RFSO entitled Offeror Instructions and Part 3 of the RFSO entitled Offer Preparation Instructions, for further information on using this method.
- 1.2.7 The Phased Bid Compliance Process applies to this requirement.

1.3 Debriefings

Offerors may request a debriefing on the results of the request for standing offers process. Offerors should make the request to the Standing Offer Authority within 15 working days of receipt of the results of the request for standing offers process. The debriefing may be in writing, by telephone or in person.

1.4 Anticipated migration to an e-Procurement Solution (EPS)

Canada is currently developing an online EPS for faster and more convenient ordering of goods and services. In support of the anticipated transition to this system and how it may impact any resulting Standing Offer that is issued under this solicitation, refer to 7.15 Transition to an e-Procurement Solution (EPS). The Government of Canada's [press release](#) provides additional information.

1.5 Key Terms

| | |
|----------------------------------|--|
| Standing offer | A Standing Offer is not a contract. It is an offer from a supplier to provide goods and/or services to clients at prearranged prices or pricing basis and under set terms and conditions for a specified period on an as-and-when requested basis. A separate contract is entered into each time a call-up is made against a Standing Offer. When a call-up is made, the terms and conditions are already in place and acceptance by Canada of the supplier's offer is unconditional. Canada's liability shall be limited to the actual value of the call-ups made within the period specified in the Standing Offer |
| Call-up Against a Standing Offer | An order issued under the authority of a duly authorized user against a particular standing offer. Communication of a call-up against a standing offer to the offeror constitutes acceptance of the standing offer to the extent of the goods, services, or both, being ordered and causes a contract to come into effect. The parties to the contract that comes |

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| | |
|---|--|
| | into effect when a call-up against a standing offer is made are Her Majesty, the Queen in right of Canada, as represented by the Minister of Public Works and Government Services and the offeror |
| Departmental Individual Standing Offer (DISO) | <p>A Departmental Individual Standing Offer is used by PWGSC as a method of supply to:</p> <ul style="list-style-type: none">• Analyze customer demand, determine quantities and quality, standardize products used by government, manage complex requirements and satisfy requirements for data collection for reports to Treasury Board and the Auditor General's Office.• For call-ups of \$25,000 and over (excluding taxes), ONLY PWGSC Communications Procurement Directorate (CPD) may issue call-ups, upon receipt of a funded requisition from a customer department• For call-ups of under \$25,000, client departments will issue the call-up or upon request from a client department, PWGSC-CPD can issue the call-up on behalf of the client department. |

PART 2 - OFFEROR INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Standing Offers (RFSO) 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) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Offerors who submit an offer agree to be bound by the instructions, clauses and conditions of the RFSO and accept the clauses and conditions of the Standing Offer and resulting contract(s).

The [2006](#) (2020-05-28) Standard Instructions - Request for Standing Offers - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the RFSO.

Subsection 5.4 of [2006](#), Standard Instructions - Request for Standing Offers - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 90 days

2.1.1 SACC Manual Clauses

| NUMBER | DESCRIPTION | DATE |
|--------|---------------------------------|------------|
| M0019T | Firm Price and/or Rates | 2007-05-25 |
| M7035T | List of Proposed Subcontractors | 2013-07-10 |

2.2 Submission of Offers

Offers must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the RFSO.

| |
|--|
| Department of Public Works and Government Services Bid Receiving Unit Portage III, 0B2 - 11 Laurier Street Gatineau, Quebec For couriers: J8X 4A6 For regular mail: K1A 0S5 Telephone (819) 956-3370 Fax No.: (819) 997-9776 |
|--|

Note: For offerors choosing to submit using epost Connect for offers closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is:

tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca

Note: Offers will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions [2006](#), or to send offers through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.

2.3 Former Public Servant

Contracts awarded to former 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 awarded to FPS, offerors must provide the information required below before the issuance of a standing offer. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of offers is completed, Canada will inform the Offeror of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the offer non-responsive.

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 Offeror a FPS in receipt of a pension?

YES () NO ()

If so, the Offeror 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, Offerors agree that the successful Offeror'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: 2019-01](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

Work Force Adjustment Directive

Is the Offeror a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **YES** () **NO** ()

If so, the Offeror 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.

2.4 Enquiries - Request for Standing Offers

All enquiries must be submitted in writing to the Standing Offer Authority no later than five (5) calendar days before the Request for Standing Offers (RFSO) closing date. Enquiries received after that time may not be answered.

Offerors should reference as accurately as possible the numbered item of the RFSO to which the enquiry relates. Care should be taken by offerors 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 question(s) or may request that offerors do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all offerors. Enquiries not submitted in a form that can be distributed to all offerors may not be answered by Canada.

2.5 Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Offerors may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their offer, 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 offerors.

2.6 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential offerors to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages offerors to first bring their concerns to the attention of the Contracting Authority. Canada's [Buy and Sell](#) website, under the heading "[Bid Challenge and Recourse Mechanisms](#)" contains information on potential complaint bodies such as:
- Office of the Procurement Ombudsman (OPO)
 - Canadian International Trade Tribunal (CITT)
- (c) Offerors should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Offerors should therefore act quickly when they want to challenge any aspect of the procurement process.

PART 3 - OFFER PREPARATION INSTRUCTIONS

3.1 Offer Preparation Instructions

If the Offeror chooses to submit its offer electronically, Canada requests that the Offeror submits its offer in accordance with section 08 of the 2006 standard instructions. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation. The offer must be gathered per section and separated as follows:

Section I: Technical Offer
Section II: Financial Offer
Section III: Certifications

If there is a discrepancy between the wording of the soft copy on electronic media and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

If the Offeror is simultaneously providing copies of its offer using multiple acceptable delivery methods, and if there is a discrepancy between the wording of any of these copies and the electronic copy provided through epost Connect service, the wording of the electronic copy provided through epost Connect service will have priority over the wording of the other copies.

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

Canada requests that offerors follow the format instructions described below in the preparation of hard copy of their offer:

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

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](https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=32573) (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=32573>). To assist Canada in reaching its objectives, Offerors 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 Offer

In their technical offer, offerors should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section II: Financial Offer

Offerors must submit their financial offer in accordance with the Annex B- Basis of Payment.

3.1.1 Electronic Payment of Invoices - Offer

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex "F" Electronic Payment Instruments, to identify which ones are accepted.

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If Annex "F" Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

Section III: Certifications

Offerors must submit the certifications and additional information required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- (a) Offers will be assessed in accordance with the entire requirement of the Request for Standing Offers including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the offers.
- (c) The evaluation team will determine if there are two (2) or more offers with a valid Canadian Content certification with the offers coming from two or more Offerors that are not affiliated within the meaning used in the Competition Act, R.S.C., 1985, c. C-34. In that event, only those offers with a valid certification will be eligible to be issued a standing offer; otherwise, all offers will be eligible. If at any point in the evaluation process it is found, whether by determination of invalidity of certifications, determination that offers are non-responsive or withdrawal of offers by Offerors, that there are no longer two (2) or more responsive offers with a valid certification, then all responsive offers will be eligible to be issued a standing offer. Canada may conduct the validation of Canadian content certifications at any time in the evaluation process including doing so concurrently with other steps.
- (d) Canada will use the Phased Bid Compliance Process described in **4.3 – Phased Bid** below.

4.1.1 Technical Evaluation

The Offeror should clearly indicate which category (s) they are submitting an offer for by selecting the options in the table below:

| | | |
|-----------------|--|--------------------------|
| OPTION 1 | The offer submitted is for category 1 only | <input type="checkbox"/> |
| OPTION 2 | The offer submitted is for category 2 only | <input type="checkbox"/> |
| OPTION 3 | The offer submitted is for both category 1 and 2 | <input type="checkbox"/> |

If submitting an offer for Category 1, please indicate which optional services are included:

| | | |
|-----------------|---|--------------------------|
| OPTION 1 | Press Release Distribution ONLY without optional Photo Assignment | <input type="checkbox"/> |
| OPTION 2 | Press Release Distribution with optional Photo Assignment | <input type="checkbox"/> |

Offers will be evaluated separately for each category (ies) and optional services (if applicable). Offerors must successfully pass the mandatory, the rated and all other requirements for each category and/ or optional services to qualify for a Standing Offer for each of the categories and / or optional services. If the Offeror qualifies for only one category and /or optional services, a Standing Offer will be awarded for the qualified category and /or optional services.

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

To be considered responsive, proposals must meet the mandatory requirements identified below. Proposals not meeting the mandatory requirements will be given no further consideration and will be declared non-responsive.

In the following mandatory technical criteria, Bidders are requested to either 'confirm' or 'demonstrate' they meet the requirement.

- 1) Where a mandatory criteria requests a bidder to '**confirm**': to be responsive, a statement is required confirming they meet the mandatory requirement.
- 2) Where a mandatory criteria requests a bidder to '**demonstrate**': to be responsive, the technical bid must substantiate or show how the proposed social media monitoring and analysis tool meets the criteria identified in the mandatory requirement. The substantiation must not simply be a repetition of the requirement(s), but must explain/show to demonstrate how the tool being proposed in the bid will meet the requirements. Simply stating that the Bidder or its proposed solution complies with the requirement is not sufficient and bidders may include any relevant information such as screen shots of their platform that clearly show how their platform meets the mandatory requirement.

Where Canada determines that the substantiation is insufficient in explaining/showing how the proposed solution demonstrates a mandatory requirement(s), the Bid will be considered non-responsive and disqualified.

- 3) The Mandatory Technical Criteria will be evaluated on a simple Pass/Fail (i.e. responsive/non-responsive or compliant/non-responsive) basis. Bids which fail to meet any one of the Mandatory Criteria, subject to the Phased Bid Compliance Process describe in – **4.3 Phased Bid** below, will be deemed non-responsive and given no further consideration. **All** Mandatory Criteria are subject to the Phased Bid Compliance Process.

Bids meeting the mandatory technical criteria will go on to be evaluated for the Point-Rated Technical Criteria.

4.1.1.1.1 CATEGORY 1: PRESS RELEASE AND SOCIAL MEDIA DISTRIBUTION OPTIONAL: PHOTO ASSIGNMENT

| | MANDATORY CRITERIA | REFERENCED SECTION IN BIDDER'S PROPOSAL | MET / NOT MET |
|-----------|---|---|---------------|
| M1 | <p>Service Availability</p> <p>Offerors must demonstrate that they are available to respond to requests and provide the services described in the Statement of work at Annex A, 24 hours a day, 7 days a week, 365 days a year.</p> | | |
| M2 | <p>Experience and Expertise</p> <p>Offerors must demonstrate a minimum of two (2) years' experience in both traditional and on-line news dissemination services, gained within the last five (5) years from the closing date of this request for standing offer.</p> | | |

| | MANDATORY CRITERIA | REFERENCED SECTION IN BIDDER'S PROPOSAL | MET / NOT MET |
|-----------|--|--|----------------------|
| M3 | <p>Experience with Traditional News Distribution and Ability to Meet Deadlines</p> <p>Offerors must have the capacity to distribute media materials to Canadian and International media organizations by using simultaneous dedicated newswire and e-mail to specialized news outlets, news audiences, news networks, media types and categories across Canada and within specialized geographic areas as requested by the Department Procurement Authority (DPA), within the deadlines described in the statement of work Offerors must demonstrate they meet this requirement by identifying two (2) previous projects, ongoing or successfully completed in the last three (3) years from the closing date of this RFSO.</p> <p>For each previous project cited, the offeror must have distributed a minimum volume of 40 press Releases, advisories or backgrounders per year.</p> <p>The following information on each previous project must be cited:</p> <ol style="list-style-type: none"> 1. Brief description of the work; 2. For whom the services were provided; 3. Average number of press releases, advisories or backgrounders distributed per year; and 4. When the work was carried out. | | |
| M4 | <p>Experience with Social Media</p> <p>Offerors must demonstrate capability to distribute media materials on-line to various social media websites such as Facebook, Twitter, etc. and upload multimedia contents to websites such as Flickr, YouTube, iTunes etc.</p> <p>Offerors must demonstrate the capability to embed links, track, analyze, produce reports on traffic related to specific issues or posts, and provide Search Engine Optimization (SEO) to increase visibility and traffic of specific media releases.</p> <p>Offerors must demonstrate that they meet these requirements by identifying two (2) previous project, ongoing or successfully completed, in the last three (3) years from the closing date of this RFSO.</p> <p>For the project(s) cited, the offeror must provide following information:</p> <ol style="list-style-type: none"> 1. Brief description of the work including how the above requirements were met; 2. For whom the services were provided; and 3. When the work was carried out. | | |

| | MANDATORY CRITERIA | REFERENCED SECTION IN BIDDER'S PROPOSAL | MET / NOT MET |
|-----------|--|---|---------------|
| M5 | <p>Project Manager</p> <p>Offerors must identify the Project Manager to be assigned for this requirement and provide the individual(s) curriculum vitae. The Project Manager must have a minimum of one (1) year experience in press release distribution services.</p> | | |
| M6 | <p>Bilingual Capabilities</p> <p>Offerors must confirm their ability to manage the dissemination of bilingual media materials (English and French).</p> | | |
| M7 | <p>Optional Mandatory Requirement: Photographer and Photo Editing Facilities (applicable only if submitting an offer including Photo Assignment).</p> <p>Offerors must provide following information:</p> <ol style="list-style-type: none"> 1. The names of at least four (4) professional photographers that the Offeror can use; and 2. Two (2) photo assignments conducted within the past three (3) years from the closing date of this request for standing offer. For the project(s) cited, the Offeror must provide following information: <ol style="list-style-type: none"> a. Brief description of the work; b. For whom the services were provided; and c. When the work was carried out. | | |

4.1.1.1.2 CATEGORY 2: MEDIA CONTACTS DATABASE

| | MANDATORY CRITERIA | REFERENCED SECTION IN BIDDER'S PROPOSAL | MET / NOT MET |
|-----------|---|---|---------------|
| M1 | <p>Experience and Expertise</p> <p>Offerors must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this request for standing offer, in the provision of an online media contacts database that includes the ability for the user to distribute news releases, media advisories and other communications products via e-mail from their desktop.</p> <p>To demonstrate this experience, offerors must identify two (2) previous clients, for which the offeror has provided access to their online media database within the last three (3) years from the closing date of this RFSO. The following information on each previous client must be cited:</p> <ol style="list-style-type: none"> 1. For whom the services were provided; and 2. When the service was provided. | | |

| | MANDATORY CRITERIA | REFERENCED SECTION IN BIDDER'S PROPOSAL | MET / NOT MET |
|-----------|--|--|----------------------|
| M2 | Bilingual Capabilities Offerors must confirm that their media contacts database is fully bilingual (English and French). | | |

4.1.1.2 Point Rated Technical Criteria

For each service category, only offers that meet all of the Mandatory requirements will be considered in the evaluation of the Rated Requirements. For Category 1, offerors must meet the mandatory requirements for M1 to M6 in order to be evaluated for R1 to R4. Offerors submitting a bid for Photo Assignment must also meet M7 to be evaluated on R5 - Photo Assignment.

To be considered responsive, an offer must obtain a minimum score of 70% for each of the point rated criteria.

For Category 1:

- Submissions without Photo Assignment must obtain a minimum Overall score of 84/120.
- Offers including Photo Assignment must obtain a minimum score of 98/140.

For Category 2:

- Offers must obtain a minimum score of 42/60.

Refer to ANNEX "C" - RATED REQUIREMENTS EVALUATION GRID for a description on how points will be allocated for the point rated technical criteria.

4.1.1.2.1 CATEGORY 1: PRESS RELEASE AND SOCIAL MEDIA DISTRIBUTION with OPTIONAL: PHOTO ASSIGNMENT

R.1 Approach and Methodology (40 points maximum / 28 points minimum)

The offeror should outline their approach and methodology in completing the tasks described in the statement of work at Annex A. The approach and methodology should clearly describe the delivery methods used and methods used to deliver to specified networks, contacts and 'beats'.

Offerors should identify how they meet the deadline requirements identified in the statement of work and describe how they are able to meet the requirement for urgent requests.

Offerors should also provide a description of their Social Media Release (SMR) service including a brief description of the offerors Search Engine Optimization techniques. The following information should be provided:

- Screen shots of the SMR from the Offerors website
- Screen shot of an SMR with an embedded link and a screen shot of the forwarded page opened by the link
- Tracking/statistical report for the SMR

R.2 Project Manager and Client Liaison (20 points maximum / 14 points minimum)

The curriculum vitae's of the Project Manager cited in M.5 will be evaluated. Offerors should outline the responsibilities of the Project Manager in relation to this requirement and provide a customer service plan detailing with whom, how and when they plan to liaise with the Client Department.

R.3 Quality Control and Backup (30 points maximum / 21 points minimum)

Offerors should provide full details of their quality control and backup plans including:

- a. The methods used to ensure the media materials have been received by the destination;
- b. How distribution lists are kept up to date;
- c. How changes to user-defined distribution lists are implemented;
- d. How they determine and use the preferred method of delivery of the destination;
- e. Procedures for acknowledging receipt of media materials from the DPA; and
- f. Backup and contingency plans in case of delivery network failure.

R.4 Level of Coverage for Press Release (30 points maximum / 21 points minimum)

Offerors should complete the table below, providing a breakdown of the number of contacts included in their network for press release dissemination services. The numbers indicated must be per news organization.

| <i>Level of Coverage</i> | <i>Number of Daily Newspapers reached</i> | <i>Number of Community Newspapers reached</i> | <i>Number of Radio Stations reached</i> | <i>Number of Television Stations reached</i> | <i>Number of News Agencies & Broadcast Networks reached</i> | <i>Number of websites, databases and online services</i> |
|--|---|---|---|--|---|--|
| Cross Canada English Media (max. 10 points / min 7 points) | | | | | | |
| Cross Canada French Media (max. 10 points / min 7 points) | | | | | | |
| Major international Markets (max. 5 points) | | | | | | |
| Canadian Ethnic Media (max. 5 points) | | | | | | |

R.5 Photo Assignment (20 points maximum / 14 points minimum) (applicable only if submitting an offer for Photo Assignment).

Offerors should describe their photo assignment capability including:

- A brief description of the work done for the two (2) photo assignments submitted for M7;
- Number of cities where photographers are available, including number of cities bilingual service is available; and
- Years of experience for the four (4) photographers submitted for M7

4.1.1.2.2 CATEGORY 2: MEDIA CONTACTS DATABASE

R.1 Functionality (20 points maximum / 14 points minimum)

To evaluate the functionality of the offerors media contacts database, offerors should provide the following screen shots for evaluation:

- a. Sample media listing;
- b. Sample search page showing search options;
- c. Sample results page;
- d. Screen shots of the process for sending a press release;
- e. Screen shots of the process for exporting detailed media listings;
- f. Screen shots of the process for creating a user defined list; and
- g. Screen shots for adding additional contacts to a user defined list.

R.2 Quality Control (15 points maximum / 10.5 points minimum)

Offerors should provide full details of their quality control mechanisms. Offerors should also describe how they keep their contacts up to date and describe the frequency of updates.

R.3 Level of Coverage (25 points maximum / 17.5 points minimum)

Offerors should complete the table below, providing a breakdown of the number of contacts included in their media contacts database. The numbers indicated must be per news organization.

| | Canada English (max. 10 points / min 7 points) | Canada French (max. 10 points / min 7 points) | Canadian Ethnic Media (max. 5 points) |
|--|--|--|--|
| <i>Number of Daily Newspapers</i> | | | |
| <i>Number of Community Newspapers</i> | | | |
| <i>Number of Radio Stations</i> | | | |
| <i>Number of Television Stations</i> | | | |
| <i>Number of News Agencies and Broadcast Networks</i> | | | |
| Members of Federal Parliament and Provincial Legislatures (Bonus 2 points) | <ul style="list-style-type: none"> • Members of Federal parliament included (1 point) • Members of provincial legislatures included (1 points) | | |

4.2 Basis of Selection

1. To be declared responsive, an offer must:

- (a) comply with all the requirements of the Request for Standing Offers;
- (b) meet all mandatory technical evaluation criteria; and
- (c) obtain the required minimum points for the technical evaluation criteria which are subject to point rating and obtain the required minimum of points overall.

3. Offers not meeting (a) or (b) or (c) will be declared non-responsive. All responsive offers will be recommended for issuance of a standing offer.

4.3 Phased Bid

4.3.1 Phased Bid Compliance Process

4.3.1.1 (2018-07-19) General

- (a) Canada is conducting the PBCP described below for this requirement.
- (b) Notwithstanding any review by Canada at Phase I or II of the PBCP, Bidders are and will remain solely responsible for the accuracy, consistency and completeness of their Bids and Canada does not undertake, by reason of this review, any obligations or responsibility for identifying any or all errors or omissions in Bids or in responses by a Bidder to any communication from Canada.

THE BIDDER ACKNOWLEDGES THAT THE REVIEWS IN PHASE I AND II OF THIS PBCP ARE PRELIMINARY AND DO NOT PRECLUDE A FINDING IN PHASE III THAT THE BID IS NON-RESPONSIVE, EVEN FOR MANDATORY REQUIREMENTS WHICH WERE SUBJECT TO REVIEW IN PHASE I OR II AND NOTWITHSTANDING THAT THE BID HAD BEEN FOUND RESPONSIVE IN SUCH EARLIER PHASE. CANADA MAY DEEM A BID TO BE NON-RESPONSIVE TO A MANDATORY REQUIREMENT AT ANY PHASE.

THE BIDDER ALSO ACKNOWLEDGES THAT ITS RESPONSE TO A NOTICE OR A COMPLIANCE ASSESSMENT REPORT (CAR) (EACH DEFINED BELOW) IN PHASE I OR II MAY NOT BE SUCCESSFUL IN RENDERING ITS BID RESPONSIVE TO THE MANDATORY REQUIREMENTS THAT ARE THE SUBJECT OF THE NOTICE OR CAR, AND MAY RENDER ITS BID NON-RESPONSIVE TO OTHER MANDATORY REQUIREMENTS.

- (c) Canada may, in its discretion, request and accept at any time from a Bidder and consider as part of the Bid, any information to correct errors or deficiencies in the Bid that are clerical or administrative, such as, without limitation, failure to sign the Bid or any part or to checkmark a box in a form, or other failure of format or form or failure to acknowledge; failure to provide a procurement business number or contact information such as names, addresses and telephone numbers; inadvertent errors in numbers or calculations that do not change the amount the Bidder has specified as the price or of any component thereof that is subject to evaluation. This shall not limit Canada's right to request or accept any information after the bid solicitation closing in circumstances where the bid solicitation expressly provides for this right. The Bidder will have the time period specified in writing by Canada to provide the necessary documentation. Failure to meet this deadline will result in the Bid being declared non-responsive.
- (d) The PBCP does not limit Canada's rights under Standard Acquisition Clauses and Conditions (SACC) 2003 (2018-05-22) Standard Instructions – Goods or Services – Competitive Requirements nor Canada's right to request or accept any information during the solicitation period or after bid solicitation closing in circumstances where the bid solicitation expressly provides for

this right, or in the circumstances described in subsection (c)

Canada will send any Notice or CAR by any method Canada chooses, in its absolute discretion. The Bidder must submit its response by the method stipulated in the Notice or CAR. Responses are deemed to be received by Canada at the date and time they are delivered to Canada by the method and at the address specified in the Notice or CAR. An email response permitted by the Notice or CAR is deemed received by Canada on the date and time it is received in Canada's email inbox at Canada's email address specified in the Notice or CAR. A Notice or CAR sent by Canada to the Bidder at any address provided by the Bidder in or pursuant to the Bid is deemed received by the Bidder on the date it is sent by Canada. Canada is not responsible for late receipt by Canada of a response, however caused.

4.3.1.2 (2018-03-13) Phase I: Financial Bid

- (a) After the closing date and time of this bid solicitation, Canada will examine the Bid to determine whether it includes a Financial Bid and whether any Financial Bid includes all information required by the solicitation. Canada's review in Phase I will be limited to identifying whether any information that is required under the bid solicitation to be included in the Financial Bid is missing from the Financial Bid. This review will not assess whether the Financial Bid meets any standard or is responsive to all solicitation requirements.
- (b) Canada's review in Phase I will be performed by officials of the Department of Public Works and Government Services.
- (c) If Canada determines, in its absolute discretion that there is no Financial Bid or that the Financial Bid is missing all of the information required by the bid solicitation to be included in the Financial Bid, then the Bid will be considered non-responsive and will be given no further consideration.
- (d) For Bids other than those described in c), Canada will send a written notice to the Bidder ("Notice") identifying where the Financial Bid is missing information. A Bidder, whose Financial Bid has been found responsive to the requirements that are reviewed at Phase I, will not receive a Notice. Such Bidders shall not be entitled to submit any additional information in respect of their Financial Bid.
- (e) The Bidders who have been sent a Notice shall have the time period specified in the Notice (the "Remedy Period") to remedy the matters identified in the Notice by providing to Canada, in writing, additional information or clarification in response to the Notice. Responses received after the end of the Remedy Period will not be considered by Canada, except in circumstances and on terms expressly provided for in the Notice
- (f) In its response to the Notice, the Bidder will be entitled to remedy only that part of its Financial Bid which is identified in the Notice. For instance, where the Notice states that a required line item has been left blank, only the missing information may be added to the Financial Bid, except that, in those instances where the addition of such information will necessarily result in a change to other calculations previously submitted in its Financial Bid, (for example, the calculation to determine a total price), such necessary adjustments shall be identified by the Bidder and only these adjustments shall be made. All submitted information must comply with the requirements of this solicitation.
- (g) Any other changes to the Financial Bid submitted by the Bidder will be considered to be new information and will be disregarded. There will be no change permitted to any other Section of the Bidder's Bid. Information submitted in accordance with the requirements of this solicitation in response to the Notice will replace, in full, **only** that part of the original Financial Bid as is permitted above, and will be used for the remainder of the bid evaluation process.

-
- (h) Canada will determine whether the Financial Bid is responsive to the requirements reviewed at Phase I, considering such additional information or clarification as may have been provided by the Bidder in accordance with this Section. If the Financial Bid is not found responsive for the requirements reviewed at Phase I to the satisfaction of Canada, then the Bid shall be considered non-responsive and will receive no further consideration.
 - (i) Only Bids found responsive to the requirements reviewed in Phase I to the satisfaction of Canada, will receive a Phase II review.

4.3.1.3 (2018-03-13) Phase II: Technical Bid

- (a) Canada's review at Phase II will be limited to a review of the Technical Bid to identify any instances where the Bidder has failed to meet any Eligible Mandatory Criterion. See Step 1 in 4.2 above. Eligible Mandatory Criterion will be identified with ^{PBCP}. This review will not assess whether the Technical Bid meets any standard or is responsive to all solicitation requirements. Eligible Mandatory Criteria are all mandatory technical criteria that are identified in this solicitation as being subject to the PBCP. Mandatory technical criteria that are not identified in the solicitation as being subject to the PBCP, will not be evaluated until Phase III (4.3.1.4 below).
- (b) Canada will send a written notice to the Bidder (Compliance Assessment Report or "CAR") identifying any Eligible Mandatory Criteria subject to PBCP that the Bid has failed to meet. A Bidder whose Bid has been found responsive to the requirements that are reviewed at Phase II will receive a CAR that states that its Bid has been found responsive to the requirements reviewed at Phase II. Such Bidder shall not be entitled to submit any response to the CAR.
- (c) A Bidder shall have the period specified in the CAR (the "Remedy Period") to remedy the failure to meet any Eligible Mandatory Criterion identified in the CAR by providing to Canada in writing additional or different information or clarification in response to the CAR. Responses received after the end of the Remedy Period will not be considered by Canada, except in circumstances and on terms expressly provided for in the CAR.
- (d) The Bidder's response must address only the Eligible Mandatory Criteria listed in the CAR as not having been achieved, and must include only such information as is necessary to achieve such compliance. Any additional information provided by the Bidder which is not necessary to achieve such compliance will not be considered by Canada, except that, in those instances where such a response to the Eligible Mandatory Criteria specified in the CAR will necessarily result in a consequential change to other parts of the Bid, the Bidder shall identify such additional changes, provided that its response must not include any change to the Financial Bid.
- (e) The Bidder's response to the CAR should identify in each case the Eligible Mandatory Criterion in the CAR to which it is responding, including identifying in the corresponding section of the original Bid, the wording of the proposed change to that section, and the wording and location in the Bid of any other consequential changes that necessarily result from such change. In respect of any such consequential change, the Bidder must include a rationale explaining why such consequential change is a necessary result of the change proposed to meet the Eligible Mandatory Criterion. It is not up to Canada to revise the Bidder's Bid, and failure of the Bidder to do so in accordance with this subparagraph is at the Bidder's own risk. All submitted information must comply with the requirements of this solicitation.
- (f) Any changes to the Bid submitted by the Bidder other than as permitted in this solicitation, will be considered to be new information and will be disregarded. Information submitted in accordance with the requirements of this solicitation in response to the CAR will replace, in

full, **only** that part of the original Bid as is permitted in this Section.

- (g) Additional or different information submitted during Phase II permitted by this section will be considered as included in the Bid, but will be considered by Canada in the evaluation of the Bid at Phase II only for the purpose of determining whether the Bid meets the Eligible Mandatory Criteria. It will not be used at any Phase of the evaluation to increase or decrease any score that the original Bid would achieve without the benefit of such additional or different information.
- (h) Canada will determine whether the Bid is responsive for the requirements reviewed at Phase II, considering such additional or different information or clarification as may have been provided by the Bidder in accordance with this Section. If the Bid is not found responsive for the requirements reviewed at Phase II to the satisfaction of Canada, then the Bid shall be considered non-responsive and will receive no further consideration.
- (i) Only Bids found responsive to the requirements reviewed in Phase II to the satisfaction of Canada, will receive a Phase III evaluation.

4.3.1.4 (2018-03-13) Phase III: Final Evaluation of the Bid

- (a) In Phase III, Canada will complete the evaluation of all Bids found responsive to the requirements reviewed at Phase II. Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation and Proof of solution demonstration criteria. See 4.2 (above) – Steps to the Evaluation Process.
- (b) A Bid is non-responsive and will receive no further consideration if it does not meet all mandatory evaluation criteria of the solicitation.

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Offerors must provide the required certifications and additional information to be issued a standing offer.

The certifications provided by offerors to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare an offer non-responsive, will have the right to set-aside a standing offer, or will declare a contractor in default if any certification made by the Offeror is found to be untrue whether made knowingly or unknowingly during the offer evaluation period, during the Standing Offer period, or during the contract period.

The Standing Offer Authority will have the right to ask for additional information to verify the Offeror's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Standing Offer Authority will render the offer non-responsive, result in the setting aside of the Standing Offer or constitute a default under the Contract.

5.1 Certifications Required with the Offer

Offerors must submit the following duly completed certifications as part of their offer.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all offerors must provide with their offer, **if applicable**, the declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

5.2 Certifications Precedent to the Issuance of a Standing Offer and Additional Information

The certifications and additional information listed below should be submitted with the offer, but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Standing Offer Authority will inform the Offeror of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame provided will render the offer non-responsive.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Offeror must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Standing Offer Certification

By submitting an offer, the Offeror certifies that the Offeror, and any of the Offeror's members if the Offeror is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list) available at the bottom of the page of the [Employment and Social Development Canada-Labour's](https://www.canada.ca/en/employment-social-development/canada-labour's) website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#s4>).

Canada will have the right to declare an offer non-responsive, or to set-aside a Standing Offer, if the Offeror, or any member of the Offeror if the Offeror is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of issuing of a Standing Offer or during the period of the Standing Offer.

5.2.3 Additional Certifications Precedent to Issuance of a Standing Offer

5.2.3.1 Canadian Content Certification

This procurement is conditionally limited to Canadian services.

Subject to the evaluation procedures contained in the bid solicitation, bidders acknowledge that only bids with a certification that the services offered are Canadian services, as defined in clause A3050T, may be considered.

Failure to provide this certification completed with the bid will result in the services offered being treated as non-Canadian services.

The Bidder certifies that:

() the services(s) offered are Canadian services as defined in paragraph 1 of clause A3050T.

5.2.3.1.1 SACC manual clause A3050T (2020-07-01) Canadian Content Definition

5.2.3.2 Status of Availability of Resources - Offer

The Offeror certifies that, should it be issued a standing offer as a result of the Request for Standing Offer, every individual proposed in its offer will be available to perform the Work resulting from a call-up against the Standing Offer as required by Canada's representatives and at the time specified in a call-up or agreed to with Canada's representatives. If for reasons beyond its control, the Offeror is unable to provide the services of an individual named in its offer, the Offeror may propose a substitute with similar qualifications and experience. The Offeror must advise the Standing Offer 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 Offeror: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Offeror has proposed any individual who is not an employee of the Offeror, the Offeror 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 Offeror must, upon request from the Standing Offer Authority, provide a written confirmation, signed by the individual, of the permission given to the Offeror and of his/her availability.

Signature

Date

PART 6 - STANDING OFFER AND RESULTING CONTRACT CLAUSES

A. STANDING OFFER

1 Offer

The Offeror offers to perform the Work in accordance with the Statement of Work at Annex "A".

2 Security Requirements

There is no security requirement applicable to the Standing Offer.

3 Standard Clauses and Conditions

All clauses and conditions identified in the Standing Offer and resulting contract(s) 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) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

3.1 General Conditions

[2005](#) (2017-06-21) General Conditions - Standing Offers - Goods or Services, apply to and form part of the Standing Offer.

3.2 Standing Offers Reporting

The Offeror must compile and maintain records on its provision of goods and services to Canada under contracts resulting from the Standing Offer. This data must include all purchases done by Canada, including those acquired and paid for by Canada acquisition cards.

The Offeror must provide this data in accordance with the reporting requirements detailed in Annex "D" entitled " STANDING OFFER REPORTING SHEET ". If some data is not available, the reason must be indicated in the report. If no goods or services is provided during a given period, the Offeror must provide a "nil" report.

The data must be submitted on a quarterly basis to the Standing Offer Authority.

The quarterly reporting periods are defined as follows:

- first quarter: April 1 to June 30
- second quarter: July 1 to September 30
- third quarter: October 1 to December 31
- fourth quarter: January 1 to March 31

The data must be submitted to the Standing Offer Authority no later than fifteen (15) calendar days after the end of the reporting period.

4 Term of Standing Offer

4.1 Period of the Standing Offer

The period of the standing offer is from date of issuance to Dec.31, 2022 with the option of an additional five (5) one (1) year periods.

Solicitation No. - N° de l'invitation
EN578-211808 /A
Client Ref. No. - N° de réf. du client
EN578-21-1808

Amd. No. - N° de la modif.
File No. - N° du dossier
CY025.EN578-211808

Buyer ID - Id de l'acheteur
CY025
CCC No./N° CCC - FMS No./N° VME

4.2 Extension of Standing Offer

If the Standing Offer is authorized for use beyond the initial period, the Offeror offers to extend its offer for an additional five (5) one (1) year periods, under the same conditions and at the rates or prices specified in the Standing Offer, or at the rates or prices calculated in accordance with the formula specified in the Standing Offer.

The Offeror will be advised of the decision to authorize the use of the Standing Offer for an extended period by the Standing Offer Authority 30 days before the expiry date of the Standing Offer. A revision to the Standing Offer will be issued by the Standing Offer Authority.

5 Authorities

5.1 Standing Offer Authority

The Standing Offer Authority is:

(to be inserted at Standing Offer issuance)

Supply Specialist
Communications Procurement Directorate
Acquisitions Branch
Public Works and Government Services Canada
360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5

Telephone: TBD
Facsimile: 613-991-5870
E-mail: *(to be inserted at Standing Offer issuance)*

The Standing Offer Authority is responsible for the establishment of the Standing Offer, its administration and its revision, if applicable. Upon the making of a call-up, as Contracting Authority, he is responsible for any contractual issues relating to individual call-ups made against the Standing Offer by any Identified User.

5.2 Project Authority

The Project Authority for the Standing Offer is identified in the call-up against the Standing Offer.

The Project Authority is the representative of the department or agency for whom the Work will be carried out pursuant to a call-up against the Standing Offer and is responsible for all the technical content of the Work under the resulting Contract.

5.3 Offers' Representative

| General Enquiries | Backup |
|----------------------------------|----------------------------------|
| Name: _____ | Name: _____ |
| E-mail: _____ | E-mail: _____ |
| Fax: _____ - _____ - _____ | Fax: _____ - _____ - _____ |
| Telephone: _____ - _____ - _____ | Telephone: _____ - _____ - _____ |

6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2019-01](#) of the Treasury Board Secretariat of Canada.

7 Identified Users

The Identified Users authorized to make call-ups against the Standing Offer include any government department, agency or Crown corporation listed in Schedules I, I.1, II, III, of the [Financial Administration Act](#), R.S.C., 1985, c. F-11.

8 Call-up Procedures

Call-ups against the resulting standing offers will be issued, as follows:

(a) For call-ups under \$25,000 (GST or HST included)

The client department will issue the call-up. The Project Authority will select an offeror from the list of Standing offer holders.

Upon request from a client department, PWGSC Communications Procurement Directorate (CPD) can issue the call-up on behalf of the client department. The Project Authority will select an offeror from the list of Standing offer holders.

(b) For call-ups between \$25,000 and \$200,000 (GST or HST included)

The Project Authority will provide PWGSC - CPD with a description of their requirements. PWGSC- CPD will then calculate the cost of the call-up based on the project specifications (geographic regions, method of delivery, number of destination points) and yearly estimated volume of press releases, in accordance with the Basis of Payment of the Standing Offer (see Annex D: Client Requirement sheet). PWGSC – CPD will issue a call-up to the Standing Offer holder with the lowest aggregate price for the call-up, with the following exception:

Where there are standing offer holders with a lowest aggregate price (as calculated in above) of within 5% of each other, PWGSC may choose the supplier with the best technical fit based on client requirements.

9 Limitation of Call-ups

Individual call-ups against the Standing Offer must not exceed \$200,000.00 (Applicable Taxes included).

10 Priority of Documents

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 call up against the Standing Offer, including any annexes;
- b) the articles of the Standing Offer;
- c) the general conditions 2005 (2017-06-21), General Conditions - Standing Offers - Services;
- d) the general conditions 2035 (2020-05-28), General Conditions - Higher Complexity - Services;
- e) Annex A, Statement of Work;
- f) Annex B, Basis of Payment;

g) the Offeror's offer dated _____.

11 Certifications and Additional Information

11.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Offeror with its offer or precedent to issuance of the Standing Offer (SO), and the ongoing cooperation in providing additional information are conditions of issuance of the SO and failure to comply will constitute the Offeror in default. Certifications are subject to verification by Canada during the entire period of the SO and of any resulting contract that would continue beyond the period of the SO.

12 SACC Manual Clauses

| | | |
|--------|-------------|------------|
| M3000C | Price Lists | 2006-08-15 |
| M3800C | Estimates | 2006-08-15 |

13 Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

14 Transition to an e-Procurement Solution (EPS)

During the period of the Standing Offer, Canada may transition to an EPS for more efficient processing and management of individual call-ups for any or all of the SO's applicable goods and services. Canada reserves the right, at its sole discretion, to make the use of the new e-procurement solution mandatory.

Canada agrees to provide the Offeror with at least a three-month notice to allow for any measures necessary for the integration of the Offer into the EPS. The notice will include a detailed information package indicating the requirements, as well as any applicable guidance and support.

If the Offeror chooses not to offer their goods or services through the e-procurement solution, the Standing Offer may be set aside by Canada.

15 Intellectual Property (applicable to Photo Assignments)

For all photographs taken and / or edited and for all final product, in the performance of the work under the resulting contract, Public Service and Procurement Canada (PSPC) has determined that any arising intellectual property rights will belong to Canada on the following grounds: the main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

16 Status of Availability of Resources - Standing Offer

If for reasons beyond its control, the Offeror is unable to provide the services of an individual named in its offer, the Offeror may propose a substitute with similar qualifications and experience. The Offeror must advise the Standing Offer 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 Offeror: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Offeror is unable to provide a substitute with similar qualifications and experience, Canada may set aside the standing offer

B. RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from a call-up against the Standing Offer.

1 Statement of Work

The Contractor must perform the Work described in the call-up against the Standing Offer.

2 Standard Clauses and Conditions

2.1 General Conditions

[2035](#) (2020-05-28), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

2.3 SACC Manual Clauses

| SACC Reference | Section | Date |
|----------------|---|------------|
| C0705C | Discretionary Audit | 2010-01-11 |
| A2000C | Foreign Nationals (Canadian Contractor) | 2006-06-16 |

3 Term of Contract

3.1 Period of the Contract

The Work must be completed in accordance with the call-up against the Standing Offer.

4 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2019-01](#) of the Treasury Board Secretariat of Canada.

5 Payment

5.1 Basis of Payment

The Contractor will be paid in accordance with the attached Annex "B" – Basis of Payment.

5.2 Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$ _____. Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work 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 approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. 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 contract funds provided are inadequate for the completion of the Work,
whichever comes first.
3. 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

SACC Manual clause H1000C (2008-05-12) Single Payment OR

SACC Manual clause H1008C (2008-05-12) Monthly Payment

5.4 Electronic Payment of Invoices – Call-up

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit.

6 Invoicing Instructions

- A. 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.
- B. Invoices must be distributed as follows:
 - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
 - b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

7 Dispute Resolution

- (a) The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- (b) The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- (c) If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- (d) Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "[Dispute Resolution](#)".

ANNEX "A" - STATEMENT OF WORK

A.1 BACKGROUND

An integral part of communicating with the public is the distribution of news releases, media advisories, backgrounders and other communications products to the media and other targeted audiences. Bilingual News Releases are required to be sent by simultaneous dedicated wire transmission and e-mail to the destinations as outlined in this statement of work.

A.2 OBJECTIVES

CATEGORY 1:

Press Release (1A) and Social Media Distribution (1B)

Distribution of news releases, media advisories, photographs and other communications products, on an 'if and when requested' basis to media, social networks and government officials across Canada (and internationally, as required); using simultaneous dedicated newswire, e-mail and online channels with the ability to include print, audio, video, web links to bookmarked networks, contextual tags, and include the ability for search engine Optimization, tracking, reporting and hosting conversations via comment box.

Photo Assignment (optional) (1C):

Access to professional photographers and photo editing services across Canada, on an 'as and when required basis', for image acquisition, editing, production and distribution. The photo assignments may be required for special events across Canada, and the assignments must be used exclusively for photography used in press releases.

CATEGORY 2: Media Contacts Database

Provision of a searchable online media database providing detailed, up to date news organizations and contacts with the ability for users to distribute news releases, media advisories and other communications products via e-mail from the desktop.

A.3 SCOPE AND TASKS

A.3.1 CATEGORY 1A - PRESS RELEASE DISTRIBUTION

A.3.1.1 Dissemination of Media Materials

On request of the Departmental Project Authority (DPA), the Contractor must disseminate simultaneously in French and English the following: news releases, fact sheets, media notices, media advisories, photographs and other media material on an "if and when requested basis" to general and specialized media outlets and user-defined lists as specified by the DPA using dedicated wire and e-mail in accordance with the project specifications outlined below.

A.3.1.1.1 Canada

The Contractor must disseminate media materials to media destination points in Canada as follows:

1. Cross Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks);
2. Key Canadian Media (Major Canadian Daily Newspapers, Radio and Television stations, news agencies and broadcast networks);

3. All Provincial Media (Daily and Community Newspapers, Radio and Television Stations, news agencies and broadcast networks) per Province(s) requested;
4. Key Provincial Media (Daily Newspapers, Radio and Television stations, news agencies and broadcast networks) per Province(s) requested; and
5. Specialized news outlets or news audiences across Canada; specified cities, networks and media types and media categories across Canada as requested by the DPA.

A.3.1.1.2 International

On request of the DPA, the Contractor must disseminate media materials to International media destination points as follows:

- Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and media categories Internationally as requested by the DPA.

A.3.1.2 Dissemination of Photographs on an as and when requested basis

On request of the DPA, the Contractor must disseminate photographs accompanying press releases as stand-alone products via the Contractors Photo Network on an as and when requested basis.

A.3.1.3 Embedded Links

The Contractor must have the ability to include a navigation link embedded in a text object where if the word is clicked, the browser will navigate to a different page identified by the DPA.

A.3.1.4 Specifications for Dissemination

1. The Contractor should use the preferred delivery method (wire or e-mail delivery) of the destination point;
2. The DPA may add additional contacts as required;
3. The Contractor must provide confirmation immediately upon receipt of the media materials to be disseminated;
4. The Contractor must adhere to any future day and time embargo instructions from the DPA; and
5. Immediately following dissemination of media materials, the Contractor must provide confirmation that the requested destinations have been reached.

A.3.1.5 Posting of media material on the Contractors Website

Following distribution of media materials, the Contractor must post the media materials (including digital photographs and live links) on their website. The Contractor should provide the media material in RSS format accessible from the Contractors website. The media materials should be easily accessible on the Contractors website and allow for advanced search options and high visibility of Canadian content.

Media materials should be maintained on the Contractors website for a minimum period of three (3) months.

A.3.1.6 Maintenance of Distribution Lists

Contractor must maintain an up-to-date list of all mainstream and specialized media to which they distribute media materials.

A.3.1.7 Constraints

- The Contractor must provide service in both of Canada's official languages 24 hours a day, 7 days a week, 365 days per year;
- Media material may include photos, live hyperlinks, embedded links and graphics. The Contractor must have the capacity to disseminate media materials containing any of these elements;
- The Contractor must have the capacity to distribute the material to specialized media and to particular geographical areas as specified by the DPA;
- The Contractor must commit to the following delivery times (24 hours a day, seven days a week, 365 days a year):

| Simultaneous transmission of Bilingual media material | Maximum turnaround time for distribution to all media destination points |
|---|---|
| Up to four pages in length (combined English and French releases) | 30 minutes following receipt of all components |
| Each additional two (2) pages (one English and one French) | Additional 10 minutes |

- There will be occasions when urgent press releases require quicker turnaround times than those listed above. When the DPA has identified a press release as "urgent", the Contractor must have the ability to prioritize workload in order to meet the immediate nature of urgent requests.
- The Contractor must be able to receive media materials from the Departmental Authority in electronic format via e-mail, File Transfer Protocol (FTP), or via the Contractors delivery system.
- The DPA may have the requirement to send, through secure methods, media materials to the Contractor for distribution. The Contractor must therefore provide a secure method of transmission;
- The Contractor must keep private all user-defined Departmental lists upon receipt, storage and distribution;
- For material sent to the mainstream media, the Contractor must have the capacity or provide the capacity to address and send the news release, fact sheet or notice, to either the news editor, assignment editor, business editor, travel editor, etc. as directed by the DPA.

A.3.2 CATEGORY 1B - SOCIAL MEDIA RELEASE DISTRIBUTION

The Contractor must disseminate and provide online access to French and English language social media releases (SMR) that may include text, links, tags, video, audio and/ or photos, on an "as and when requested basis". SMR's must be made available to online media as well as general and specialized media outlets and user-defined lists as specified by the Departmental Project Authority (DPA).

The Contractor must make the SMR available on their website and provide readers with the ability to bookmark and share the content and provide comments through a moderated comment box.

A.3.2.1 SMR Elements

As requested by the DPA, the Contractor must include the following elements in a SMR:

1. Text
2. Audio Summary Link summarizing the key elements of the press release
3. Embedded Audio, Video and Images with the ability to download each individually.
4. Tags / Keywords to allow pickup by search engines.
5. Links / URLs either embedded in the SMR or a specific designation of all the links in a separate field for emphasis and ease of access. May include links to other relevant content on the Web.
6. Enabling links to social bookmarking sites (i.e. del.icio.us).
7. Quotes: easily identifiable as a unique section of the SMR.
8. Departmental Specific Information included in a separate field (i.e. Department Name, Description, Web Site)
9. Contact Information
10. RSS Feed for the department: information on the location where readers can find and subscribe to all releases from the department.
11. Source URL where the Social Media Release was originally published, to allow for individuals to return to that source to see if any modifications were made and to make it easy for people to reference a link to the original release.
12. Comment Box allowing users to comment on the release through a mediated comment box.

A.3.2.2 Information Management

The Contractor must provide the Departmental Project Authority with an online tool for uploading SMR elements to the Contractor.

The Contractor must provide a proof of the SMR prior to release in order for the DPA to verify what the SMR will look like once posted. The proof must be in a format that will allow the DPA to verify all content, including video, audio and links.

A.3.2.3 Search Engine Optimization

The Contractor must use Search Engine Optimization techniques to increase exposure of the SMR by ensuring that it appears higher in search results.

A.3.2.4 Media Distribution

The Contractor must make the SMR available as follows:

1. Contractors website - the Contractor must post the SMR on their website. The SMR must be easily accessible on the Contractors website and allow for advanced search options and high visibility of Canadian content. Media materials should be maintained on the Contractors website for a minimum period of three (3) months. The Contractor's website must provide 'opt-in' distribution methods (e-mail, RSS).
2. Social Media Networks - the Contractor must provide users with the ability to bookmark and share the SMR;
3. Online Video Distribution - the Contractor must allow for any video content within the SMR to be sent to, or made available to sites dedicated to sharing video content (i.e. YouTube) and also deliver video via Podcasts (i.e.. iTunes);

4. Online Audio Distribution - the Contractor must allow for any audio content to be sent to, or made available to sites dedicated to sharing audio content (i.e. iTunes);
5. Online Photo Distribution - the Contractor must allow for any photographs to be sent to, or made available to sites dedicated to sharing photos (i.e. Flickr);
6. The SMR must be RSS enabled to allow online users to receive the release as it becomes available; and
7. The Contractor's website must provide an 'opt-in' distribution method
8. All SMR's must be automatically indexed into major news aggregators such as Google, Yahoo, MSN, and Bing.

A.3.2.5 Advisory to Media

As soon as the SMR is posted, the Contractor must advise all media in Canada by sending an advisory including at minimum, the title with a link to the SMR.

A.3.2.6 SMR Tracking

The Contractor must provide statistical reports to track at a minimum:

- number of views
- number of times the SMR was forwarded
- number of links to the release

A.3.2.7 Constraints

- Contractor must provide service in both of Canada's official languages 24 hours a day, 7 days a week, 365 days per year;
- The Contractor must confirm with the DPA when the release has been posted/distributed, which may include a live link to the release;
- The Contractor must use quality control processes to ensure a high level of quality in the service; and
- The Contractor must keep private all user-defined Departmental lists upon receipt, storage and distribution.

A.3.3 CATEGORY 1C - PHOTO ASSIGNMENT (OPTIONAL)

For inclusion of photography in a press release as and when required, the Contractor must provide professional photographers for special events, along with photo editing facilities capable of digital manipulation, high resolution scanning and professional quality printing of photographs. If and when requested, the contractor must provide:

- Professional photographer in major cities across Canada. The photographer, as required, must be bilingual (English and French), and be able to travel.
- Digitally edited copies scanned in high resolution and distributed in various electronic formats such as PDF, JPEG etc.
- Digitally edited professional grade prints and couriered to the required destinations
- Attach photographs to news releases and /or upload pictures to social media sites such as Flickr, YouTube etc.
- On urgent basis, provide professional photographers with 48 hours' notice and be able to distribute edited photography within 2 hours or less.

Photo Assignments are for the sole purpose of press releases and cannot be used for any other purposes. All photography taken and / or edited for a photo assignment, intellectual property

rights will belong to Canada on the following grounds: the main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

A.3.4 CATEGORY 2 - MEDIA CONTACTS DATABASE WITH DISTRIBUTION

The Contractor must provide a searchable database of detailed, up to date media listings accessible by the Client Department. The database must allow the user to search, view and export detailed media listings in CSV (comma separated values) or Tab (tab delimited file) format and must allow the user to automatically send press releases via e-mail from their desktop.

The media contacts database must allow the user to import, create and save user defined lists and create contact reports.

The media contacts database must contain media contact information for national, regional and community newspapers, radio and television stations from across Canada. Media contacts must include all 'beat' contacts.

At the request of the Client Department, the Contractor must provide training on the use of their online media database and must be available during working hours to provide support in the creation of media lists.

A.3.4.1 CONSTRAINTS

- Contractor's media database must be fully bilingual (English and French)
- Media material to be sent via e-mail may include photos, live hyperlinks and graphics. The Contractor's media database must have the capacity to disseminate media materials containing any of these elements;
- The Contractor's media database must allow the Departmental Project Authority (DPA) to identify and distribute the material to specialized media and to particular geographical areas;
- The Contractor's media database must allow the DPA to identify and distribute the material to either the news editor, assignment editor, business editor, travel editor, etc.; and
- The Contractor's media database must be continuously and regularly updated to include the most up to date contact information, and must allow for the DPA to send out press releases on a 365/24/7 basis.

ANNEX "B" - BASIS OF PAYMENT

It is mandatory that all blocks of the Basis of Payment be completed by indicating a price or by indicating 'not applicable' for requirements not included in the offer.

The offerors MUST provide unit prices in the unit requested. If the offeror's offer contains pricing in a unit other than the ones requested, their offer will be found non-compliant and no further evaluation will be done.

The offeror is required to submit firm, all-inclusive unit rates, as detailed below, GST/HST extra if applicable. All prices are inclusive of all expenses incurred in the performance of the work including copyright fees, long distance calls, any direct costs, any other cost reimbursable items and travel / living expenses (excludes Photo Assignments)

Photo Assignments (only) - Travel and living expenses: the Contractor will be reimbursed for the authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for overhead or profit, in accordance with the meal, private vehicle and incidental expense allowances specified in Appendices B, C and D of the Treasury Board Travel Directive, and with the other provisions of the directive referring to "travellers", rather than those referring to "employees". All travel must have the prior authorization of the Project Authority. All payments are subject to government audit

B.1 CATEGORY 1: PRESS RELEASE, SOCIAL MEDIA DISTRIBUTION AND THE OPTIONAL PHOTO ASSIGNMENT

B.1.1 For Call-ups issued during the initial standing offer period from date of issuance to December 31, 2022:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % discount from the offeror's current published price list |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____ % discount from the offeror's current published price list. |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements • Up to thirty (30) minutes of telephone consultation with Project Authority • Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours • Uploading of up to two (2) photos to social media networks | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |
| | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____ % discount from the offeror's current published price list. |
| E. Optional Service - Unlimited Options | | |
| Distribution to All Domestic Networks and part thereof Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| Unlimited Distribution of Photographs: Distribution of photographs (including English and / or French caption of up to 150 words) | Per month | \$ _____ |

| REQUIREMENT | UNIT | PRICE |
|---|------|---|
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment | | _____ % <i>discount from the offeror's current published price list.</i> |
| * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

B.1.2 For Call-ups issued during the Option Period 1 from January 1, 2023 to December 31, 2023:

| REQUIREMENT | UNIT | PRICE |
|--|---|---|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % <i>discount from the offeror's current published price list</i> |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |

| REQUIREMENT | UNIT | PRICE |
|--|--|--|
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____% <i>discount from the offeror's current published price list.</i> |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements • Up to thirty (30) minutes of telephone consultation with Project Authority • Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours • Uploading of up to two (2) photos to social media networks | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |
| | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____% <i>discount from the offeror's current published price list.</i> |
| | E. Optional Service - Unlimited Options | |
| Distribution to All Domestic Networks and part thereof Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| Unlimited Distribution of Photographs: Distribution of photographs (including English and / or French caption of up to 150 words) | Per month | \$ _____ |
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | _____% <i>discount from the offeror's current published price list.</i> |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

B.1.3 For Call-ups issued during the Option Period 2 from January 1, 2024 to December 31, 2024:

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % discount from the offeror's current published price list |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____ % discount from the offeror's current published price list. |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements • Up to thirty (30) minutes of telephone consultation with Project Authority | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |

| REQUIREMENT | UNIT | PRICE |
|---|---|---|
| <ul style="list-style-type: none"> • Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours • Uploading of up to two (2) photos to social media networks | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____ % <i>discount from the offeror's current published price list.</i> |
| E. Optional Service - Unlimited Options | | |
| Distribution to All Domestic Networks and part thereof Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| | Unlimited Distribution of Photographs: Distribution of photographs (including English and / or French caption of up to 150 words) | Per month |
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | _____ % <i>discount from the offeror's current published price list.</i> |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

B.1.4 For Call-ups issued during the Option Period 3 from January 1, 2025 to December 31, 2025:

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % discount from the offeror's current published price list |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____ % discount from the offeror's current published price list. |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |

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| | | |
|---|--|---|
| <ul style="list-style-type: none"> Up to thirty (30) minutes of telephone consultation with Project Authority Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours Uploading of up to two (2) photos to social media networks | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____ % <i>discount from the offeror's current published price list.</i> |
| E. Optional Service - Unlimited Options | | |
| Distribution to All Domestic Networks and part thereof Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| Unlimited Distribution of Photographs: Distribution of photographs (including English and / or French caption of up to 150 words) | Per month | \$ _____ |
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | _____ % <i>discount from the offeror's current published price list.</i> |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

B.1.5 For Call-ups issued during the Option Period 4 from January 1, 2026 to December 31, 2026:

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % discount from the offeror's current published price list |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____ % discount from the offeror's current published price list. |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |

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| | | |
|---|--|---|
| <ul style="list-style-type: none"> Up to thirty (30) minutes of telephone consultation with Project Authority Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours Uploading of up to two (2) photos to social media networks | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____ % <i>discount from the offeror's current published price list.</i> |
| E. Optional Service - Unlimited Options | | |
| Distribution to All Domestic Networks and part thereof Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| Unlimited Distribution of Photographs: Distribution of photographs (including English and / or French caption of up to 150 words) | Per month | \$ _____ |
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | _____ % <i>discount from the offeror's current published price list.</i> |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

B.1.6 For Call-ups issued during the Option Period 5 from January 1, 2027 to December 31, 2027:

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| A. Distribution of Media Materials Across Canada | | |
| A1. Cross Canada or Key Canadian Media (text only): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| A2. Cross Canada or Key Canadian Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): Simultaneous distribution of media material (French and English) to media points across Canada (All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks). Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. | Per release (issued both in English and French) | \$ _____ |
| | Per additional multimedia item(sent at the same time) | \$ _____ |
| A3. Distribution of media material to specialized news outlets or specialized news audiences across Canada or part thereof: Specialized news outlets or news audiences across Canada; and/or specified cities, networks and/or media types and/or media categories across Canada as requested by the DPA. | | _____ % discount from the offeror's current published price list |
| B. Distribution of Media Materials within Canada | | |
| B1. any province or territory or part thereof – all or selected Media (text only): | Per release (issued both in English and French) | \$ _____ |
| B2. any province or territory or part thereof – all or selected Media (includes 1 multimedia item -choice of a photo/image/logo or video clip): | Per release (issued both in English and French) | \$ _____ |
| C. Distribution to of Media Materials Internationally | | |
| Distribution via dedicated wire or e-mail to selected regions, cities, news outlets, media networks, media types and/or media categories Internationally as requested by the DPA. | | _____ % discount from the offeror's current published price list. |
| D. Optional service- Photo Assignment | | |
| Base fee includes: <ul style="list-style-type: none"> • Setup time • 30 km travel of travel (from the photographer's business address to the event location only) • Up to two (2) hours photo session • Photo editing including cropping, corrections and enhancements | Fee per session | \$ _____ |
| | Additional travel in excess of 30 km - Rate per hour (including mileage and hourly rate) | \$ _____ |
| | Additional photo session hours (per hour) | \$ _____ |
| | Additional photo editing (per image) | \$ _____ |

| REQUIREMENT | UNIT | PRICE |
|--|--|---|
| <ul style="list-style-type: none"> Up to thirty (30) minutes of telephone consultation with Project Authority Delivery of up to five (5) photographs to Project Authority via e-mail within four (4) hours Uploading of up to two (2) photos to social media networks | Cancellation fees (less than 24 hours) | \$ _____ |
| | Photo Printing (per photo) | \$ _____ |
| | Service related to Photo Assignment not listed in the Basis of Payment | _____ % <i>discount from the offeror's current published price list.</i> |
| E. Optional Service - Unlimited Options | | |
| Distribution to All Domestic Networks and part thereof | | |
| Includes unlimited simultaneous distribution of media material (French and English) to media points across Canada. Includes distribution by dedicated wire or e-mail to all destination points and to specialized news outlets or news audiences, networks and/or media types and/or media categories across Canada as requested by the DPA. (does not include Photo Assignments, or Online Media Database) | Up to 100 press releases Per month | \$ _____ |
| | Up to 250 press releases Per month | \$ _____ |
| | Unlimited press releases per month | \$ _____ |
| Unlimited Distribution of Photographs: | Per month | \$ _____ |
| Distribution of photographs (including English and / or French caption of up to 150 words) | | |
| F. Press Release services not listed | | |
| Categories of service related to Press Release Distribution not listed in the Basis of Payment | | |
| * Prior to offering any Press Release Distribution related services listed in the statement of work but not listed in the Basis of Payment, offerors must provide a copy of their published price list. | | _____ % <i>discount from the offeror's current published price list.</i> |

Non-performance

Transmission of media materials must be made within the prescribed timelines, as detailed in the statement of work. Failure to meet these timelines will result in a reduction of 25% of the price charged for that release for each 30 minute period of delay.

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B.2 CATEGORY 2: MEDIA CONTACTS DATABASE WITH DISTRIBUTION

B.2.1 For Call-ups issued during the initial Standing Offer Period from date of issuance to December 31, 2022:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

B.2.2 For Call-ups issued during the Option Period 1 from January 1, 2023 to December 31, 2023:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

B.2.3 For Call-ups issued during the Option Period 2 from January 1, 2024 to December 31, 2024:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

B.2.4 For Call-ups issued during the Option Period 3 from January 1, 2025 to December 31, 2025:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

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B.2.5 For Call-ups issued during the Option Period 4 from January 1, 2026 to December 31, 2026:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

B.2.6 For Call-ups issued during the Option Period 5 from January 1, 2027 to December 31, 2027:

| REQUIREMENT | UNIT | PRICE |
|--|---|----------|
| Subscription to media contacts database with the ability to distribute press releases from the desktop | Per user per year for the first license | \$ _____ |
| | Per user per year for each additional license | \$ _____ |

ANNEX "C" - RATED (R) REQUIREMENTS EVALUATION GRID

C.1 CATEGORY 1: PRESS RELEASE AND SOCIAL MEDIA DISTRIBUTION

R.1 Approach and Methodology (40 points maximum / 28 points minimum)

| Approach and Methodology (max. 20 points) | | | | |
|---|-------------------|-------------------|---------------------------|---|
| Criteria | *Weighting | 0 points | 1 point | 2 points |
| a) ability to deliver to specified networks, contacts and 'beats' (max. 4 points) | 2 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| b) ability to deliver to specified networks and geographic regions (max. 4 points) | 2 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| c) use of user defined lists (max. 2 points) | 1 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| d) dissemination of photographs with press release (max. 2 points) | 1 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| e) use of embedded links to major social network sites and any user defined sites (max. 2 points) | 1 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| f) posting of media materials on Offerors website (max. 4 points) | 2 | -is not described | -is described but unclear | -description clearly demonstrates ability to meet the requirement |
| g) use of tracking mechanisms (max. 2 points) | 1 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |
| h) use of Search Engine Optimization techniques (max. 2 points) | 1 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |
| i) ability to upload multimedia files to various social media websites using various file format such as MPEG, JPEG, RM etc . (maximum de 4 points) | 2 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |
| j) ability to incorporate a comment box (maximum de 2 points) | 1 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |
| k) ability to allow users to bookmark and share the SMR (max. 2 points) | 1 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |
| l) use of online tools for uploading SMR elements to Contractor (max. 2 points) | 1 | -is not described | -is described but unclear | -clearly demonstrates ability to meet requirement |

| Delivery methods and Deadlines | | | | | |
|--|------------|-------------------------|---|--|--|
| Criteria | *Weighting | 1 point | 2 points | 3 points | 4 points |
| Delivery methods used (max. 4 points) | 1 | -One delivery method | -Two delivery methods | -Three delivery methods (e-mail and dedicated wire) | - More than three delivery methods including social media |
| Ability to meet deadlines as identified in the statement of work (max. 4 points) | 1 | - Described but unclear | -Clearly identifies ability to meet deadlines | -Clearly identifies ability to meet deadlines and identifies ability to meet urgent requests | -Identifies ability to meet urgent requests and deadline times exceed requirements |

*** Weighting:** To determine the offerors points, the points obtained for each criteria listed will be multiplied by the weighting factor. For example, where a weighting factor for a criteria is 2 and the offerors score is 2 points, the total points for that criteria will be 4.

R.2 Project Manager and Client Liaison (20 points maximum / 14 points minimum)

| Project Manager (max. 10 points) | | | | |
|---|------------|--------------------------------|---|---|
| Criteria | *Weighting | 0 points | 1 point | 2 points |
| Curriculum vitae (max. 5 points) | 2.5 | -curriculum vitae not included | -curriculum vitae demonstrates that the Project Manager at least one and less than three years' experience in the field of press release distribution | -curriculum vitae demonstrates Project Manager has more than three year of experience in the field of press release distribution |
| Project Managers responsibilities (max. 5 points) | 2.5 | -not included | - responsibilities of the Project Manager are unclear | -responsibilities of the Project Manager are clear and well described |
| Customer Service Plan (max. 10 points) | | | | |
| Criteria | *Weighting | 0 points | 1 point | 2 points |
| Customer service plan(max. 10 points) | 5 | -not included | -customer service plan is unclear | -customer service plan is clear and well described and includes details on how the DPA can contact the Contractor on a 365/24/7 basis |

*** Weighting:** To determine the offerors points, the points obtained for each criteria listed will be multiplied by the weighting factor. For example, where a weighting factor for a criteria is 2 and the offerors score is 2 points, the total points for that criteria will be 4.

R.3 Quality Control and Backup (30 points maximum / 21 points minimum)

| Quality Control (max. 20 points) | | | | |
|---|-------------------|-------------------|---|--|
| Criteria | *Weighting | 0 point | 1 point | 2 points |
| The methods used to ensure the media materials have been received by the destination (max. 4 points) | 2 | -is not described | -is described but unclear | -is described and provides a clear understanding of the process |
| How distribution lists are kept up to date (max. 4 points) | 2 | -is not described | -is described but unclear | -is described and provides a clear understanding of the process |
| How changes to user-defined distribution lists are implemented (max. 2 points) | 1 | -is not described | -is described but unclear | -is described and provides a clear understanding of the process |
| How the preferred method of delivery of the destination is determined and implemented (max. 6 points) | 3 | -is not described | -is described but unclear | -is described and provides a clear understanding of the process |
| Procedures for acknowledging receipt of media materials from the DPA (max. 4 points) | 2 | -is not described | -is described but unclear | -is described and provides a clear understanding of the process |
| Backup and contingency plans (max. 10 points) | | | | |
| Criteria | *Weighting | 0 point | 1 point | 2 points |
| Backup and contingency plans in case of delivery network failure. (max. 10 points) | 5 | -is not described | -is described but unclear - demonstrates limited backup provisions and contingency plans. Recovery is more than one hour | - provides a good understanding of the process. - Details provided demonstrate adequate backup provisions and contingency plans with recovery in less than one hour |

* **Weighting:** To determine the offerors points, the points obtained for each criteria listed will be multiplied by the weighting factor. For example, where a weighting factor for a criteria is 2 and the offerors score is 2 points, the total points for that criteria will be 4.

R.4 Level of Coverage (30 points maximum / 21 points minimum)

| | Canada English (max. 10 points / min 7 points) | Canada French (max. 10 points / min 7 points) | Major international Media (max. 5 points) | Canadian Ethnic Media (max. 5 points) |
|---|---|--|--|--|
| <i>Number of Daily Newspapers reached</i> | .5 points for every 25 (max. 2 points) | .5 points for every 2 (max. 2 points) | .5 points for every 2 (max. 1 points) | .25 points for every 20 daily and community newspapers reached (max. 1 points) |
| <i>Number of Community Newspapers reached</i> | .5 points for every 150 (max. 2 points) | .5 points for every 5 (max. 2 points) | .5 points for every 5 (max. 1 points) | .25 points for every 250 (max. 1 point) |
| <i>Number of Radio Stations reached</i> | .5 points for every 125 (max. 2 points) | .5 points for every 40 (max. 2 points) | .5 points for every 40 (max. 1 points) | .25 point for every 7 (max. 1 points) |
| <i>Number of Television Stations reached</i> | .5 points for every 25 (max. 2 points) | .5 points for every 8 (max. 2 points) | .5 points for every 8 (max.1 points) | .25 points for every 2 (max. 1 point) |
| <i>Number of News Agencies and Broadcast Networks reached</i> | .25 points for every 2 (max. 1 points) | .25 points for every 1 (max. 1 points) | .25 points for every 25 (max. .5 points) | max. .5 point for 1 or more |
| <i>Number of websites, databases and online services</i> | 0.5 points for every 20 (max. 1 point) | 0.5 points for every 10 (max. 1 point) | 0.25 points for every 100 (max. .5 point) | 0.5 points for every 10 (max. .5 point) |

R.5 Optional Photo Assignment (20 points maximum / 14 points minimum)
 (Only applicable to offerors submitting a bid for Photo Assignment)

| Criteria | *Weighting | 0 point | 1 point | 2 points |
|---|-------------------|------------------|--|---|
| a) Photo assignment projects (maximum 5 points) | 2.5 | is not described | Description does not provide enough detail or is unclear. Does not fully demonstrate ability to provide photo assignment services as described in the statement of work. | Description is detailed and clear. Fully demonstrates ability to provide photo assignment services as described in the statement of work. |
| b) Availability photographers (max 3 points) | 2.5 | is not described | Photographers available in less than six (6) provinces and territories | Photographers available in six (6) or more provinces and territories |
| c) Availability of bilingual (English & French) service (max 3 points)) | 2.5 | is not described | bilingual service available in less than three (3) provinces and territories | bilingual service available in three (3) or more provinces and territories |
| d) Experience and capability (max 3 points) | 2.5 | is not described | Photographers have more than two (2) years' experience | Photographers have more than two (2) years' experience |

C.2 CATEGORY 2: MEDIA CONTACTS DATABASE WITH DISTRIBUTION

R.1 Functionality (20 points maximum / 14 points minimum)

| | |
|--|--|
| Sample media listing (max. 5 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● format is clear and easy to read (+ 1 point) ● includes all contact information including 'beat' contacts (+ 1 point) ● includes preferred language of work for contacts (+ 1 point) ● includes telephone, fax and e-mail contacts (+ 1 point) ● includes web address (+ 1 point) |
| Sample search page showing search options (max. 5 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● format is clear and easy to follow (+1 point) ● includes option for searching by language (+1 point) ● includes option for searching by province and city (+1 point) ● includes option for searching by 'beat' (+1 point) ● includes option for searching by media type (i.e.. radio/television) (+ 1 point) |
| Sample results page (max. 2 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● results page is clear and easy to read (+1 point) ● results page is detailed (+1 point) |
| Screen shots of the process for sending a press release (max. 2 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● screen page is clear and easy to read (+ 1 point) ● process is simple and easy to follow (+1 point) |
| Screen shots of the process for exporting detailed media listings (max. 2 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● is clear and easy to follow (+ 1 point) ● provides options for exporting in various formats (+ 1 point) |
| Screen shots of the process for creating a user defined list (max. 2 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● is clear and easy to follow (+ 1 point) ● allows for importing of lists (+ 1 point) |
| Screen shots for adding additional contacts to a user defined list (max. 2 points) | <ul style="list-style-type: none"> ● is not included (0 points) ● screen page is clear and easy to read (+ 1 point) ● process is simple and easy to follow (+1 point) |

R.2 Quality Control (15 points maximum / 10.5 points minimum)

| Quality Control | | | | |
|--|--|--------------------|----------------------------|---|
| Criteria | *Weighting | 0 point | 1 point | 2 points |
| Quality Control procedures (max. 5 points) | 2.5 | -are not described | -are described but unclear | - are described and provide a good understanding of the process -the process described demonstrates that contact information is accurate |
| How contacts are kept up to date (max. 5 points) | 2.5 | -is not described | -is described but unclear | -is described and provides a good understanding of the process -the process described demonstrates that contacts are current |
| Frequency of updates (max. 5 points) | <ul style="list-style-type: none"> ● is not described (0 points) ● is described but unclear (1 point) ● updates are performed monthly (2 points) ● updates are performed weekly (3 points) ● updates are performed daily (4 points) ● updates are continuous (more than once a day) (5 points) | | | |

*** Weighting:** To determine the offerors points, the points obtained for each criteria listed will be multiplied by the weighting factor. For example, where a weighting factor for a criteria is 2 and the offerors score is 2 points, the total points for that criteria will be 4.

R.3 Level of Coverage (25 points maximum / 17.5 points minimum)

Offerors should complete the tables below, providing a breakdown of the number of contacts included in their media contacts database. The numbers **indicated** must be **per news organization**.

| | Canada English (max. 10 points / min 7 points) | Canada French (max. 10 points / min 7 points) | Canadian Ethnic Media (max. 5 points) |
|--|---|---|--|
| Number of Daily Newspapers | .5 points for every 25 (max. 2.5 points) | .5 points for every 2 (max. 2.5 points) | .5 points for every 20 daily and community newspapers included (max. 2 points) |
| Number of Community Newspapers | .5 points for every 150 (max. 2.5 points) | .5 points for every 5 (max. 2.5 points) | |
| Number of Radio Stations | .5 points for every 125 (max. 2 points) | .5 points for every 40 (max. 2 points) | .5 point for every 7 (max. 1 points) |
| Number of Television Stations | .5 points for every 25 (max. 2 points) | .5 points for every 8 (max. 2 points) | .25 points for every 2 (max. 1 point) |
| Number of News Agencies and Broadcast Networks | .4 points for every 2 (max. 1 point) | .25 points for every 1 (max. 1 points) | max. 1 point for 1 or more |
| Members of Federal Parliament and Provincial Legislatures (Bonus 2 points) | Members of Federal parliament included (1 point) Members of provincial legislatures included (1 point) | | |

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 Client Ref. No. - N° de réf. du client
 EN578-21-1808

Amd. No. - N° de la modif.
 File No. - N° du dossier
 CY025.EN578-211808

Buyer ID - Id de l'acheteur
 CY025
 CCC No./N° CCC - FMS No./N° VME

ANNEX "D" - CLIENT REQUIREMENT SHEET SAMPLE

| Client requirements sheet for call-ups to standing offer number EN578-211808 for requirements over \$25,000 for purposes of financial evaluation (Please use estimated numbers as applicable for your requirement) | | | |
|---|--|---|---|
| Requisition No.: | | | |
| Client Name: | | | |
| Date: | | | |
| Completed By: | | | |
| | Requirement | Unit | Estimated number of units or n/a if not applicable |
| 1) | Unlimited Domestic Press Release (Please indicate YES / NO) (IF YES PLEASE SKIP TO QUESTION 5) | Per year | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 2) | Cross Canada Distribution - All Canadian national, provincial and community newspapers, television and radio stations, news agencies and broadcast networks. (Not required if opting in for unlimited domestic press release option) | Number of press releases sent per year | |
| 3) | Key Canadian Media Distribution (Major Canadian Daily Newspapers, Radio and Television stations, news agencies and broadcast networks). (Not required if opting in for unlimited domestic press release option) | Number of press releases sent per year | |
| 4) | Provincial Media Only (Not required if opting in for unlimited domestic press release option) | Number of press releases sent per year | |
| 5) | Distribution to international Markets | Number of press releases sent per year | |
| 6) | Distribution of Photographs | Number of times photographs are distributed with press release per year | |
| | | Average number of photographs sent with one press release | |
| 7) | Online Media Databases | Estimated number of user licenses | |
| 8) | Social Media Press Release | Estimated number of social media press releases per year | |
| 9) | Photo Assignment | Estimated number of Photo Assignments per year | |
| | | Estimated average number of photos required per photo assignment | |

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 CY025.EN578-211808

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 CY025
 CCC No./N° CCC - FMS No./N° VME

ANNEX "E" - STANDING OFFER REPORTING SHEET

Return to: Public Service and Procurement Canada
 Acquisitions Branch, Communication Procurement Directorate
 12th Floor, 360 Albert Street
 Ottawa ON, K1A 0S5
 Fax: (613) 991-5870
 Email: *(to be inserted at time of issuance of the Standing Offer)*

Quarterly Usage Report Schedule:

1st quarter: April 1 to June 30;
 2nd quarter: July 1 to September 30;
 3rd quarter: October 1 to December 31;
 4th quarter: January 1 to March 31.

Standing Offer No.: _____
 Supplier: _____
 Reporting Period: _____

| ITEM NO. | CALL-UP NO. / DESCRIPTION | DEPARTMENT (to which the call-up was issued) | VALUE OF THE CALL-UP (including HST) |
|--|---------------------------|--|--------------------------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
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| | | | |
| | | | |
| | | | |
| (A) Total Dollar Value Call-ups for this reporting period: | | | |
| (B) Accumulated Call-up Totals to Date: | | | |
| (A+B) Total Accumulated Call-ups: | | | |

NIL REPORT: We have not done any business with the Federal Government this period: []

PREPARED BY:

NAME: _____
 PHONE: _____

SIGNATURE: _____

DATE: _____

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CY025.EN578-211808

Buyer ID - Id de l'acheteur
CY025
CCC No./N° CCC - FMS No./N° VME

ANNEX "F" to PART 3 - ELECTRONIC PAYMENT INSTRUMENTS

The Offeror accepts to be paid by any of the following Electronic Payment Instrument(s):

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit.