

TAWARAN HARGA**SEBUTHARGA BIL. 8/2020:
PERKHIDMATAN PEMANTAUAN DAN ANALISIS MEDIA**

BIL.	BUTIRAN SKOP PERKHIDMATAN	TAWARAN HARGA (RM)
1.	<i>TO PROVIDE AND MONITOR NEWS COVERAGE</i>	
	<p><i>To Provide and Monitor news coverage based on specific keywords</i></p> <p><i>Media platforms to be monitored (printed, electronic and digital):</i></p> <ul style="list-style-type: none"> <i>i. Central Peninsular Newspapers</i> <i>ii. East coast peninsular Newspapers</i> <i>iii. East Malaysia Newspapers</i> <i>iv. Northern Malaysia edition newspapers</i> <i>v. Southern Malaysia edition newspapers</i> <i>vi. Business, Finance & Trade Magazines</i> <i>vii. Other Magazines – Various industries</i> <i>viii. TV & Radio Coverages</i> <i>ix. Online news – news portal, blogs, forum, etc</i> 	
2.	<i>MINIMUM REQUIREMENTS</i>	
	<ul style="list-style-type: none"> <i>i. Daily email alert – with no limit to the number of alerts</i> <i>ii. News translation for Chinese and Tamil articles for all medium</i> <i>iii. Dedicated Account management team (minimum 2 account management personnel)</i> <i>iv. One single platform for Mainstream and Online</i> <i>v. Online platform (portal) with minimum 1 year data archive</i> <i>vi. Minimum 5 number of log in for the portal</i> <i>vii. Portal Training as requested</i> <i>viii. Mobile App to view, share & notify news articles</i> 	
3.	<i>DELIVERABLES</i>	
	<ul style="list-style-type: none"> <i>i. All news to be delivered by 8.30am daily</i> <i>ii. Public Holiday content to be delivered by 12pm on the following day</i> <i>iii. Downloadable TV & Radio clip (unlimited free download)</i> 	

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	<i>iv. Regional coverages to be delivered within 24 hours of the publish date.</i> <i>v. To provide yearly and quarterly ROI report to SME Corp. Malaysia (including Ad Space Rate Value & PR Value)</i>	
4.	<i>COPYRIGHT</i>	
	<i>To attain a copyright agreement to distribute news articles especially with media houses (To ensure there is no legality implications for client)</i>	
5.	<i>PORTAL MINIMUM REQUIREMENTS</i>	
	<i>i. Personal folder function</i> <i>ii. Personalised log in account</i> <i>iii. Localised mainstream content</i> <i>iv. News Feed in the portal</i> <i>v. Really Simple Syndication (RSS) Feed</i> <i>vi. Automated Customised Alert</i> <i>vii. Automated Report (charts and report)</i> <i>viii. Sentiment Scoring</i> <i>ix. Feeds (to share top stories)</i> <i>x. Downloadable – PDF of the articles</i>	
JUMLAH TANPA CUKAI		
CUKAI JUALAN / PERKHIDMATAN (SST) *		
<i>* wajib mengemukakan pendaftaran Kastam jika mengenakan SST</i>		
JUMLAH KESELURUHAN		

Saya / Kami memperakui maklumat yang diberikan adalah benar dan bersetuju menyediakan perkhidmatan dinyatakan selaras dengan terma & syarat dalam dokumen Sebutharga Bil. 8/2020.

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 Nama :
 Jawatan :
 Tarikh :
 Cop Syarikat :