

**TAWARAN HARGA****SEBUTHARGA BIL. 14/2021:  
PERKHIDMATAN PEMANTAUAN MEDIA (MEDIA MONITORING)**

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

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

**Saya / Kami memperakui maklumat yang diberikan adalah benar dan bersetuju menyediakan perkhidmatan dinyatakan selaras dengan terma & syarat dalam dokumen Sebutharga Bil. 14/2021.**

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 Nama :  
 Jawatan :  
 Tarikh :  
 Cop Syarikat :