

TERMS OF REFERENCE

Printing of the PDIC Financial Literacy Guidebook

I. BACKGROUND

In view of PDIC's public awareness campaign to promote financial literacy among the vulnerable sectors of society, the PDIC produced, "**Usapang Pera: Mga Dapat Alamin, A PDIC Guidebook on Basic Banking & Financial Transactions**," a basic guidebook written by financial author Efren Ll. Cruz.

The Guidebook was earlier printed in limited copies and distributed during its pilot launch among the attendees of the International Conference of the International Association of Deposit Insurers (IADI). A second launch was staged on August 14, 2013 which was intended for PDIC's partner-agencies, bank groups, and like-minded institutions.

The Guidebook will be printed in more copies to be distributed among target readers which include, among others, retirees, OFWs and their families, senior citizens, the academe, socio-civic and religious organizations. Initial distribution will be done through the partnerships with the Social Security System (SSS) and Government Service Insurance System (GSIS).

The service provider to be engaged in the printing of the Guidebook must be of reputable standing to ensure utmost quality.

II. REQUIREMENTS AND QUALIFICATIONS

The printer must:

1. Have proven capability and track record in the printing business specifically book printing in full color rendition for the last three (3) years;
2. Be registered with the Department of Trade and Industry or with the Securities and Exchange Commission; and
3. Comply with the legal and financial requirements of public bidding.

III. DURATION

The entire production process should take fifteen (15) working days (WD) from the date of submission of approved materials, as follows:

WD 1	:	Submission of final manuscript (camera ready by PDIC)
WD 2-3	:	Proofing by Printer
WD 4-5	:	Digital/Color proofing
WD 6-12	:	Printing/Production
WD 13	:	Partial Delivery
WD 15	:	Full delivery

IV. TASKS

The printer shall undertake the following:

1. Digital and color proofing
2. Printing

V. DETAILS

- **Budget** : **Php 700,000.00**
 1. Size : 180 mm x 230 mm (folded)
360 mm x 230 mm (spread)
 2. No. of pages : 185
 3. Paper : Inside: Bookpaper 70 lbs.
Cover: C2S 200 gsm with UV lamination
 4. Quantity : 10,000 copies
 5. Process : Offset Printing, Perfect Binding
 6. Color : Full color
 7. Ribbon Book Mark : Integrated in binding
Length - 260mm / Width - 7mm
Color - Royal blue
Cloth - Satin
- **Penalty** : 1% of the contract price per day against number of copies delivered late

f 92 and M L O