



RTIA

Road Traffic Infringement Agency

Justice in Adjudication

Waterfall Edge B, Howick Close, Waterfall Office Park, Bekker Road, Midrand | P O Box 6341, Halfway House, 1685
Tel: +27 87 285 0500 | Fax: 086 263 6504 | www.rtia.co.za

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SUBJECT: ADDENDUM TO CHANGES AND MAKE INPUTS FROM COMPULSORY BRIEFING SESSION FOR RFP07/2023/2024

Dear Prospective Bidders

- Kindly note the SBD 3.1 that was attached on the tender document will be more detailed per hourly rating for the services required. Bidders raised a concern that the attached SBD 3.1 was not clear detailed as to how they will quote the services required.
- Please find the attached **Annexure A** Pricing Schedule.
- Please find attached DPF bid document.

ACCEPTANCE AND INCORPORATION OF ADDENDUM

I/We accept that this Addendum forms part of the Tender Document.

I/We confirm that I/we –

- (a) have noted the contents of this Addendum
- (b) have fully considered this Addendum
- (c) have incorporated the amendments contained in this Addendum in my/our Tender for RFP07/2023/2024

SIGNED ON BEHALF OF THE TENDERER:

NAME OF SIGNATORY (BLOCK LETTERS):

NAME OF TENDERER (BLOCK LETTERS):

TENDERER'S ADDRESS:

TENDERER'S TEL NO:

**SUBJECT: ADDENDUM TO CHANGES AND MAKE INPUTS FROM COMPULSORY BRIEFING
SESSION FOR RFP06/2022/2023**

TENDERER'S FAX NO:

SIGNATURES OF WITNESS:

NAMES OF WITNESSES:
(BLOCK LETTERS):

DATE:



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Annexure A

PRICING SCHEDULE

PRICING RULES

- a) Please use the table below to show the structure of the tendered fees.
- b) The estimated total price will be used for comparison purposes at the price and preference stage.

RATE PER HOUR:

1. Please indicate the rate per hour for the following designated staff that will be working on the account for which the costs are reflected in the services table below

Designation of staff	Rate per hour 2024/25
Senior	
Middle	
Junior	

No	SERVICE REQUIRED	Frequency	Estimated hours	Senior	% of work split	Middle	% of work split	Junior	% of work split
A	ADVERTISING AND MARKETING								
A1	SCOPE OF WORK INCLUDES								
1.1	Developing and implementing various marketing and advertising concepts and campaigns for RTIA.	As per the brief	640 hours						
1.2	Develop concepts on content development, editing, proofreading and translation and publication.	Per brief	640 hours						
1.3	Coordinate the marketing and advertising of events hosted and coordinated on behalf of the RTIA.	24 major events during the course of the project	160 hours						
1.4	Conceptualise, produce and sustain effective below and above the line advertising in respect of all planning, creative production, account handling and account planning for marketing	For the duration of the contract	192 hours						

	messages on the Billboards on national roads. Facilitate placement of the AARTO awareness messages on the 4 identified billboards on National roads for the period of 24 Months.	periods of emphasis								
1.10	Showcasing, profiling, marketing of AARTO service outlets.	Periods of emphasis as provided during the briefing.	1920 hours							
1.11	Promote the use of social media platforms to inform the motorists about the RTIA campaigns on AARTO benefits.	During periods which will be presented during a briefing.	960 hours							
1.12	Overhaul and promote the use of the RTIA website.	Fully functional within the first 06 months after award of the contract.	1280 hours							
1.13	Promote the use of existing RTIA digital communication platforms. Encourage road users to transact/ take advantage of the online platforms.	Ongoing – for the duration of the contract	2560 hours							
1.14	Marketing AARTO access points e.g. AARTO website, AARTO Mobile App, to	24 Months period	1280 hours							

	fleet management companies and other key stakeholders.																		
1.15	Chart box for RTIA website With self-generated monthly reports	Brief on the period of emphasis will be provided.	960 hours																
1.16	Use of squeeze-backs or news clocks or 20 second adverts in profiling AARTO and RTIA services In at least 5 major TV channels	Peak periods will be provided during the brief.	960 hours																

Estimations can be made on the below scenario

Squeeze-backs and 20 seconds adverts in at least 5 major TV channels

Radio Broadcast messages translated in 11 South African official languages for placement in all 9 Provinces with at least 5 radio stations per province

Print Media messages translated in all South African official languages for placement in all 9 Provinces with at least 3 print media outlets province.

Develop social media messages for placement in at least 4 digital platforms.

- Total estimated cost R.....
- Other operational costs R.....
- Vat at 15% where applicable R.....
- Estimated total Bid Price based on the information above R.....**