

# RFQ – Media Monitoring Services

---

## ELIGIBILITY CRITERIA

### 1. Legal Registration

- The agency must be a legally registered entity in Pakistan, compliant with all applicable laws and regulations
- Provide relevant documentation (e.g., Certificate of Incorporation, SRB/FBR documents etc.)

### 2. Experience

- Minimum of 10 years' experience in media monitoring services
- Demonstrated experience in providing services to educational institutions or public sector organizations is preferred
- Provide a list of previous clients with similar project scopes

### 3. Technical Capability

- The agency must have the technological infrastructure and resources for 24/7 media monitoring across TV, print, and digital platforms
- Provide an overview of the software tools and platforms used for monitoring and reporting

### 4. Team Expertise

- The agency must have a qualified team with expertise in media monitoring, sentiment analysis, and reporting
- Submit CVs of key personnel who will be involved in the project

### 5. Financial Stability

- The agency should demonstrate financial stability by providing audited financial statements for the past 2 years

### 6. Reporting Mechanism

- The agency must demonstrate the ability to provide real-time reporting, as well as weekly and monthly comprehensive reports
- Provide examples of previous reporting formats

## **7. References**

- The agency should provide at least three references from past clients where similar services were provided

## **8. Compliance with IBA Requirements**

- Must adhere to the specific scope of services and reporting timelines as detailed in the RFQ
- Confirmation of willingness to comply with IBA Karachi's confidentiality and data protection policies

## **9. Proposal Submission with Costing**

- Agencies must submit a detailed proposal outlining their approach, channels and newspapers coverage, timelines, and complete cost