

AMERICAN ACADEMY ALUMNI FOUNDATION
(A Corporation Limited by Guarantee and founded in 1973)
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Issue Date: 22 May 2025

Deadline for Submission: 20 June 2025

New Deadline for Submission: 25 June 2025

Invitation to Tender for a Marketing Agency

PART A: IMPORTANT INFORMATION

INTRODUCTION

The American Academy Alumni Foundation (*hereinafter referred to as "AAAF"*) owner of the American Academy Larnaca is looking to appoint a qualified and experienced advertising agency for a three-year total marketing service solution.

The objective is to enhance the school's brand visibility, engage key stakeholders and support enrolment and outreach goals through targeted and effective offline and online strategies. This tender outlines the scope, deliverables and selection criteria for interested parties.

The successful tenderer must be able to develop and implement a comprehensive Marketing Strategy and Digital Marketing plan for the academic years 2025-2026, 2026-2027 and 2027-2028.

BASIC DETAILS OF THE COMPETITION

These instructions are designed to ensure that all tenders are given equal and fair consideration. It is important, therefore, that interested parties provide all the information asked for in the format and order specified. If there is any doubt as to what is required, or if bidders have difficulty in providing the information requested, they should contact the Head of Marketing, Despina Pastou at dpastou@academy.ac.cy | 24 746 389.

SUSTAINABILITY

The AAAF recognises its responsibility to carry out its procurement activities in an environmentally and socially responsible manner. The AAAF will strive to incorporate environmental and social considerations into our services selection process. We recognise that it is our responsibility to encourage our suppliers and contractors to minimise negative environmental and social effects with the products and services they provide. The AAAF will also strive to ensure that local and smaller

suppliers are not discriminated against in the procurement process and specifications.

AIM AND OBJECTIVES

Aim

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The general objective of the project is to enhance the visibility and improve the efficiency of disseminating the School's work, achievements and activities to key stakeholders (parents/guardians, students, alumni, staff, community). The project's goals must be fully aligned with the vision, mission and the School's commitment to support and nurture young people to achieve their full potential both academically and personally.

Key Objectives

The key objectives of this project are:

- To strengthen the image and brand of the AAAF
- To provide the public with effective information about the School's activities (across all divisions: Junior School, Senior School, Institute, Summer School, Alumni)
- News coverage and promotion of the School's achievements
- A key aspect of this partnership is the lead up to a major milestone: in 2028, the American Academy Larnaca will celebrate its **120th Anniversary**. This is a historic and meaningful occasion for the school community and will be marked by a series of celebratory events, campaigns and legacy – building initiatives. The appointed agency will play a crucial role in shaping and delivering a special marketing campaign in recognition of this milestone, creating a strong narrative that honours the School's heritage while showcasing its vision for the future.

Scope

The main scope of the Contract is the provision of a **360 Marketing Strategy and Digital Marketing Services**.

This includes the development of a comprehensive communication strategy, through which recommendations will be made for promoting the educational services, the School's activities and initiatives in the private education sector as a non-profit organisation.

Under the Contract, the Contractor must, at a minimum, carry out the following tasks as outlined below to achieve the objectives of the AAAF.

Marketing Strategy Services

- **Assessment of current communication practices and development/implementation of a comprehensive communication strategy** tailored to the School's values and age-diverse community. The strategy should promote the school's educational vision, student achievements and key initiatives across all levels – from early years to secondary education. The communication strategy plan must detail proposed actions, tools to be used and clearly identify target audience such as parents/guardians, students, staff, alumni, prospective families and community stakeholders.

- **Recommendations for new initiatives** to strengthen the School's public image, build trust with families and highlight the School's contribution to student development and the broader educational community.
- **Proposals for communication actions** aligned with the School's long-term strategic goals, such as enrolment growth, academic excellence and community engagement.
- **Content promotion** to highlight school achievements, services and events, through traditional and digital media channels and monitoring of coverage.
- **Support in organising key school events** such as open day, alumni-focussed activities etc.
- **Monthly media monitoring** (print and digital sources) to identify relevant educational news or articles that may concern or benefit the School and reporting those to the School's Marketing Officer.
- **Scheduling interviews and media appearances** for School leadership or key staff members – approximately 3 per year – to communicate educational initiatives or student successes.
- **Media relations support** for key school events, including coordinating press coverage before, during and after events to enhance visibility.
- **Strategic promotion of annual campaigns and themed weeks/days**, such as literacy, STEAM, environmental awareness or student wellbeing – approximately 5 per academic year September-August.

Provision of Digital Marketing Services

- **Design of a comprehensive digital marketing strategy and implementation plan**, tailored to the School's mission, values and targeted audiences. This should include clear messaging recommendations aligned with the School's vision and educational services and guidance on how these messages should be communicated across digital platforms.
- **Application of the SOSTAC Planning System to the aforementioned strategy:** Situation Analysis (current scene, trends and market hypothesis), Objectives (setting down measurable goals, KPIs per phase and acquisition targets), Strategy Development (Segments, Target markets, positioning, sequence, Integration systems, Targeting and segmentation), Tactics and Activities (Content Plan, Communication mix, Processes for client and agency, internal resources), Control & Optimisation (setting down the reporting structure, process of reporting and optimisation actions).
- **Social Media Management:** Development of a social media strategy. This includes the creation of a content calendar for platforms such as Facebook, Instagram and LinkedIn, with a minimum posting frequency of three (3) per month per platform. The contractor will be responsible for evaluating and reporting on the performance and presence of the School across these platforms. All message content and images will be submitted for approval to the School. Content will primarily be created in English (British), with Greek versions provided when necessary.
- **Organic growth of the School's social media accounts**, aiming to build a strong and engaged follower base across platforms.
- **Strategic development and promotion of digital campaigns** across all online channels, including monitoring, ongoing optimisation and performance evaluation. Detailed campaign reports will be submitted upon the campaign end. Approximately five (5) digital campaigns per

academic year September-August for admissions, entrance exams, open day, noteworthy achievements etc.

- **Promotion of the School’s brand identity and values** (e.g academic excellence, community service (“To Grow and To Serve”) and whole person development.
- **Online dissemination of information** related to the School’s activities, educational initiatives, upcoming events and noteworthy achievements.
- **Website monitoring and optimisation** to ensure content remains current, relevant and user friendly for all audiences (prospective and current families, students, alumni). This includes:
 - Audit the current website academy.ac.cy for structure, content clarity, mobile responsiveness and accessibility.
 - Assess readability, tone and accessibility of content to suit users ranging from early years parents to younger students.
 - Ensure integration of clear calls-to-action (CTAs), such as inquiry forms, event registrations and online applications.
 - Recommend improvements in layout, user flow and page content tailored to the School needs.
 - Advise new or improved landing pages for key campaigns (e.g., admissions, open days, alumni engagement)
 - Implement SEO enhancements and integrate analytics tools for performance tracking (e.g., updating meta tags, optimising images)
- **Use of analytics tools** (e.g., Google Analytics, Meta Business Suite) to monitor visitor behaviour and campaign performance.
- **Define clear KPIs** for each campaign
- **Setting up** UTM tags and conversion goals to accurately attribute digital traffic and engagement to specific actions or campaigns.
- **Monthly insights and performance reports** with actionable data and improvement suggestions.
- **Monitoring and response management** regarding any negative comments of misinformation about the School in social media or online platforms, in close coordination with the School’s Management Team.
- **Ongoing monitoring and support** in the School’s overall communication strategy.

Promotional Actions on Digital and Social Media Channels

To effectively promote and strengthen the School’s digital presence, values and community activities to targeted audiences, the contract must include specific promotional actions using various digital tools. These include efforts on both Google (search/display networks) and major social media platforms (mainly Facebook and Instagram). Promotional actions may include:

- **Boosted social media posts** to promote events, open day, academic achievements or community initiatives.
- **Targeted audience segmentation** (by age group, geographic location, interests such as early education, STEAM or extra-curricular activities).
- **Google Ads campaigns**, including search ads and display banners.

- **Seasonal or thematic digital campaigns**, e.g. for admissions cycles, summer school programme or notable alumni stories.

CONDITIONS FOR PARTICIPATION IN THE TENDER

Eligible Participants

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- The right to participate in this tender is granted to natural or legal persons (of public or private law), or consortia of natural and/or legal persons, who are lawfully established in Cyprus or in another Member State of the European Union (EU) or the European Economic Area (EEA).
- Consortia of natural and/or legal persons are permitted to submit a joint proposal, under the following conditions:
 - The proposal must clearly indicate the percentage of each member of the consortium.
 - All members of the consortium must fulfil the requirement of lawful establishment as stated in paragraph 1 above.
 - Consortia are not required to adopt a specific legal form either at the time of submission of their Proposal or upon signing of the contract.
 - The Tenderer is entitled to use subcontractors for the implementation of parts of the Contract Scope. Subcontractors must be declared in the Technical Proposal, specifying the portion of the Scope they will be responsible for.
 - It is understood that if the Tenderer intends to subcontract any part of the contract, they must ensure that the same subcontractor is not participating in any other proposal submitted under this tender in any capacity.
 - Tenderer to be able to sign an Exclusivity Agreement, so we will not have any conflicts of interest. This means, American Academy Larnaca to be the only Private School that the agency will be providing services to.

Project Team Staffing

The Contractor is required to include in their proposal a comprehensive plan detailing:

- The project Management structure
- The organisation and scheduling of the Project
- The personnel assigned to the management and implementation of the Project
- The scope of work and the time commitment for each member of the assigned personnel

The Project Team must be staffed with a sufficient number of individuals possessing the qualifications, expertise and experience necessary to successfully undertake and complete the Project within the defined time and budget proposed.

All key members of the Contractor's Project Team who will play a critical role in the execution of the Contract shall be designated as **key experts**.

The Contractor's Project Team for the implementation of the Project must include, at minimum, three (3) key experts:

Key Expert 1: Project Manager

The Project Manager will lead the Contractor's Project Team and serve as the main point of contact with the AAAF. Responsibilities include coordinating all project tasks, ensuring effective communication and overseeing all aspects related to project supervision, deliverables and payment procedures.

Minimum Qualifications and Experience required:

1. University or Postgraduate degree in Marketing and Communications or a related field relevant to the contract. Page | 6
2. At least ten (10) years of specialised professional experience in the field of the contract.

The Project Manager must be involved throughout the contract duration.

Key Expert 2: Marketing Strategy Manager

1. A minimum of five (5) years of experience in marketing - communication strategy projects, supported by reference letters from clients or other verifiable documentation, a CV (as per Form 2), a client list and a portfolio of previous work.
2. Proficiency in both Greek and English.

Key Expert 3: Digital Marketing and Web Development Specialist

1. A minimum of three (3) years of proven experience in digital marketing and website development projects, supported by reference letters from clients or other verifiable documentation (e.g., award of professional qualifications), a CV (as per Form 2), a client list and a portfolio of previous work.
2. Proficiency in HTML, CSS and JavaScript, experience with content management systems such as Wordpress, understanding of SEO best practices and website optimisation techniques.
3. A diploma or degree in Social Media, Digital Marketing, Web Development or another relevant field.
4. Certifications in web development or digital marketing platforms are advantageous.
5. It is understood that the Contractor may include additional experts to ensure the successful implementation of the Project. Specifically, the Contractor may periodically replace these experts to maintain quality assurance and mitigate the risk of project non-implementation. Nevertheless, the key experts should always meet this tender's minimum criteria.

Upon signing the Agreement, the Contractor shall present the Organisational Structure of the Project Team, detailing the names and responsibilities of each team member.

VALIDITY OF OFFERS

- The offer shall remain valid and binding for a period of 90 days from the submission deadline.
- If an extension of the validity period of the offers becomes necessary, the AAAF shall notify the tenderers in writing before the expiration of the current validity period, requesting their consent to extend the validity for a specified duration. Tenderers are required to respond in writing within the timeframe stipulated by the AAAF. Failure by a Tenderer to provide written consent to the requested extension shall result in the rejection of their offer as inadmissible.

TENDER SUBMISSION

Offer Content

The AAAF shall retain ownership of all Offers submitted during the present tender procedure. Tenderers are not entitled to the return of their Offers by the AAAF.

It is understood that any information included in the submitted offers that pertains to personal data will be used by the AAAF solely for evaluation purposes and in compliance with the provisions of the applicable legislation.

The Offer is divided into the following three (3) sections, each encompassing all relevant elements of the Offer as follows:

1. Technical Proposal

- **Company Profile and Form 1 to be completed** (years of operations, number of employees, ownership, core activities, organisational structure, key experts CVs as per Form 2 (Part C), experience particularly in the educational sector, non-profit or youth-focused brands, sample of work {digital, print, video etc}, verified client references or testimonials and other related information).
- **Statement of Understanding** of the School's needs, brand, target audiences and challenges, identification of key marketing goals.
- **Proposed Marketing Strategy** stating clearly the strategic approach per academic year, proposing marketing channels and KPIs and methods for measuring success.
- **Detailed Action Plan and Deliverables** indicating month to month timeline of activities and campaigns rollouts, key milestones and deliverables based on Part B.

2. Financial Proposal

- **Detailed budget breakdown by completing all three tables in Form 3 (Part C):** Cost Components Breakdown Analysis, Medium by Medium and Suggested Campaigns
- Cost-saving options or added-value services
- The financial proposal must include the total value of the Action Plan without the VAT.
- Budget **€72,000** (excl. VAT) for the initial Academic Year 2025-26

Submission of Tender Documents

Your complete response should be submitted by the due date and time required:

Date: 25 June 2025 | Time: 2.00 pm

Responses should be submitted in an electronic format addressed to the following email address:
mmouktaris@academy.ac.cy

All the documents should be prepared and submitted in English. Specifically, the use of British English spelling, grammar and terminology is required throughout. In order to overcome file size difficulties we request that tender submissions are supplied as PDFs.

It is the sole responsibility of the submitting company to deliver their response as specified.

In the event that the content of the Offer includes abbreviations to denote technical or other concepts, the Tenderer is required to provide a supplementary table explaining these abbreviations.

Late responses will not be accepted.

The AAAF takes no responsibility for identifying any errors or misunderstanding in any tenders submitted. Tenderers must therefore ensure that the content of any Tender submitted is complete and accurate.

TENDER EVALUATION

The evaluation committee will evaluate the tenders which fulfil all the relevant requirements as per below:

Evaluation Criteria	Weighting Factor (%)
A. Technical Proposal	60%
B. Financial Proposal	40%
TOTAL SCORE	100%

Incomplete tenders will be excluded.

Supplier presentation – During the tender evaluation period, tenderers may be required to demonstrate their proposed solutions to representatives of the AAAF and to answer questions on their bid for the purposes of clarification. The quality scores may be altered by the evaluation panel following the process of clarification through the demonstration and interview process. All costs involved will be covered by the tenderers.

The American Academy Alumni Foundation (AAAF) is not obliged to accept the lowest or any tender.

PART B: ORGANISATIONAL DETAILS

Organisational Background

Motto, Vision, Mission and Values

Our Motto

To grow and to serve.

Our Vision

To develop responsible citizens who contribute positively to the community.

Our Mission

To remain the leading private school in Larnaca by offering superior, holistic, education to young people aged 2-19.

Our Values

Student focus, demonstrated by:

- Enabling each student to reach their full potential.
- Enriching the life of every student.
- Preparing every student for the challenges of life.

Educational excellence, demonstrated by:

- Delivering excellent academic results.
- Using 21st century skills.
- Creating an engaging learning environment.

Personal responsibility, demonstrated by:

- Going beyond what is required.
- Making good decisions.
- Being accountable for the result.

Respect for others, demonstrated by:

- Respecting the rights of others.
- Being tolerant and accepting of others.
- Actively serving the community.

AAAF Background

The American Academy Larnaca is one of the nine oldest schools in Cyprus. It was founded in 1908 by two missionaries of the Reformed Presbyterian Church of North America, Rev. McCarroll and Mrs McCarroll, who had originally arrived on the island in charge of an elementary mission school. The McCarrolls secured permission to open a secondary school for boys and thus the American Academy Larnaca was founded. Within a year the school had 60 students enrolled.

The purpose of the Academy was to provide a Christian education, which encompassed not only academic training, but also a focus on a Christian way of living. Students graduating from the Academy were taught to be tolerant, respectful and to serve the community whilst upholding high ideals and morals. Similar values underpin our ethos today, with a strong focus on character building and conduct, embodied in our school motto "To Grow and To Serve".

In 1973 the control of the School, and all its facilities, was handed over to the American Academy Alumni Foundation, since which time it has been run as a non-profit making organisation with charitable status by its own graduates. Governance is undertaken by 11 elected members and two representatives of the original mission church.

Language: English **Type:** Nursery, Primary and Secondary **Age range:** 3 to 19 **Students:** 1,250

Senior School Background

With a history of excellence that spans over a century, the Senior School has built a reputation for high standards and academic achievement. We take immense pride in the accomplishments of our students, both within Cyprus and at international level. As the world evolves, we remain steadfast in our mission to prepare our students for the future by fostering their character, leadership abilities and moral integrity.

At the American Academy Larnaca, we believe in fostering a nurturing environment where each child can thrive. Our team of highly qualified and passionate teachers is committed to delivering a high-quality education that prepares our students not just for exams, but for life. We emphasize critical thinking, creativity and character development, ensuring our students are well-equipped to meet the challenges of the future.

Our rich curriculum is complemented by a wide range of extracurricular activities, designed to develop well-rounded individuals who are confident, compassionate, and capable of making a positive impact on the world around them.

The school offers a wide range of GCSE and GCE A Level courses. The graduates are holders of an Apolytirion fully recognised by the Cyprus Ministry of Education, Culture Sport and Youth. Students achieve very highly in both, gaining them access to top universities around the world.

In 2022, the Senior School added the Greek School as an option. Therefore, the students may choose to follow the Greek curriculum and gain access to public universities in both Cyprus and Greece.

Junior School Background

Early Years Classes (3-5 yrs old): The English Early Years framework is followed.

Grade 1-6: The English National Curriculum is followed.

The Junior School offers a comprehensive after school provision until 3:30 pm. Activities include a wide range of sports, crafts, and academic development; additional Greek lessons, and incorporates outside providers such as Teddy Tennis, robotics, theatre etc.

The Institute and Summer School Background

The American Academy Larnaca Institute began as a small branch of the American Academy Larnaca Senior School in 1975. It aimed to provide additional tuition support to students to meet their educational needs as well as ESL classes. Over time, the Institute experienced tremendous growth and has transformed itself to constantly meet the needs of its students and our changing society. However, the fundamental philosophy has remained unchanged guided by our values of educational excellence, student focus, and respect for all. We are committed to each student because we believe that our driving forces of personal attention and individual approach produce excellent results.

Its mission is to help individuals achieve their educational goals and develop as human beings by assisting learners of all ages to enhance their knowledge and skills so that they can realize their full potential and by providing recreational opportunities to children and teenagers to complement their academic qualifications.

Its vision is to remain the leading institute in Larnaca and the first selection for supportive tuition and recreational activities.

The Summer School Programme is designed for children aged from 3 to 14 years old. Children are grouped by age and enjoy a fun, engaging experience alongside their teachers and peers. With the guidance of our skilled and qualified staff, they have wonderful opportunities for personal growth in a safe, supportive and educational environment.

Alumni Background

In 1973, the school and its facilities were handed over to the American Academy Alumni Foundation, which has since operated as a non-profit organisation with charitable status.

Governance is provided by 11 elected members, alongside 2 representatives from the original mission church that founded the school.

What sets the American Academy Larnaca apart is its unique connection to its graduates. The alumni are the steadfast pillars of the school’s legacy, actively shaping its future.

Academic Highlights for Campaign Planning

To support targeted and timely promotional efforts, please note the following key academic dates that should guide the planning and execution of digital marketing campaigns:

- **Admissions Campaign Period (Junior and Senior School):**
September to January – Primary period for running awareness and inquiry-generation campaigns.
- **Senior School Open Day:**
Held in December – Requires focused promotion in the weeks leading up to the event to boost attendance and engagement.
- **School Visits:**
Available year-round – Marketing efforts can highlight the option to book guided school tours across all months.
- **Exam Date Announcement for Year 1:**
Released in early January – Should be communicated clearly through digital channels and billboards, especially for prospective applicants.
- **Entrance Examinations:**
Conducted in March – Campaigns from January and early March should focus on encouraging exam registration and preparation.
- **Registration Deadline:**
March - April – Final push campaigns to convert inquiries and applicants into confirmed enrolments should be scheduled from mid-March to early April.

AAAF Digital Presence

- Website: www.academy.ac.cy
- LinkedIn: www.linkedin.com/school/american-academy-larnaca
- YouTube: www.youtube.com/channel/UC_BSChe0YwmlCpT8RbE4kJg

Division	Facebook	Instagram
Senior School	/americanacademylarnaca/	/americanacademylarnaca/
Junior School	/AALJuniorSchool/	/aaljuniorschool/
Institute	/AmericanAcademyLarnacaInstitute/	/aalinstitute/
Summer School	/AALSummerSchool	
Alumni	/AmericanAcademyLarnacaAlumniFoundation	

PART C: FORMS TO BE COMPLETED

FORM 1

DECLARATION OF COMMITMENT

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To

American Academy Alumni Foundation

From

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Topic: Tender for a Marketing Agency

1. Having read the Tender Document and gained a full understanding of the Subject of the Contract, we, the undersigned, undertake to commence, execute and complete the Subject of the contract in accordance with the Tender Documents and our Technical and Financial Proposal.
2. If our offer is accepted, we undertake to commence the execution of the Services from the date of signing the Agreement.

Signature

Name and Surname of Authorised Person

Identity number

Job role

Company Information¹

Company Name

Country/City

Address..... Post code

Contact Number..... Email

VAT Number

Date

Note 1: In case of a consortium of natural and/or legal persons, the details of the consortium and the details of each member of the consortium must be provided.

Note 2: All blanks must be completed by the Tenderer or an authorised representative.

FORM 2
CURRICULUM VITAE

Suggested Role in the Project Team:

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1. Last Name:

2. First Name:

3. Nationality:

4. Education:

University/ Educational Institution	Period of Studies		Degree/Diploma Awarded
	From	To	

5. Languages: Please use the scale 1 to 5 (1 – poor, 5 – excellent)

Language	Reading	Writing	Speaking
Greek			
English			
Other (please specify)			

6. Member of Professional Bodies:

7. Other related skills:

8. Current Job Role in the Organisation:

9. Main duties:

10. Professional Background:

Company/Organisation	Period		Job Position	Main Duties
	From	To		



11. Please list the projects undertaken related to the subject contract:

Project Title	Period of Execution	Project Cost	Client	Brief project description	Duties/ Responsibilities

12. Other relevant details/information :

Note: The AAFF reserves the right to verify the accuracy of the CV information at any stage of the process. To this end, the Tenderer is obliged, if requested, to submit the necessary supporting documentation.

Form 3

Financial Analysis Tables

Table 1: Cost Components Breakdown Analysis

Instructions to Tenderers:

1. Please use Table 1 to allocate the total budget into the five cost components as defined below.
2. The total budget must not exceed €72,000 plus VAT.
3. Exceeding the budget may lead to reduction of evaluation points or disqualification.
4. All amounts to be exclusive of VAT.

Cost Component	Definition	Amount (€) excl. VAT	% of Total budget
Strategy & Creative	<i>Strategic planning, market research, creative concept development, and campaign messaging</i>		
Production / Assets Creation	<i>Design and production of creative materials: videos, graphics, printed materials, digital assets, etc.</i>		
Media Spend	<i>Budget allocated to paid media channels (e.g., online ads, print, TV, radio, outdoor) for campaign distribution.</i>		
Account / Project Management & Reporting	<i>Coordination of tasks, timelines, vendor management, and performance tracking including periodic reporting and post-campaign analysis.</i>		
Contingency	<i>Reserve fund to cover unforeseen expenses or necessary adjustments during the campaign.</i>		
TOTAL amount exclusive of VAT		72,000	100%

Table 2: Medium by medium Summary

Instructions to Tenderers:

1. Please use Table 2 to detail each medium's / channel's unit costs and **annual** volumes.

2. Each medium's total cost must include all components (i.e. strategy & creative, production / assets creation, media spend, account / project management & reporting, and any contingencies). All amounts to be exclusive of VAT.
3. Annual volume refers to the metric(s) indicated in the 'Unit' column, opposite each medium / channel in Table 2. It must include the annual unit volume of all activations and campaigns in which each medium will be used.
4. To determine the unit rate for each medium, divide the total annual cost by the expected annual volume of units: $\text{Unit rate} = \text{Total cost} \div \text{Annual volume}$.
For instance, if you budget €25,000 for social media and project 1,000,000 impressions over the year, your cost per impression (unit rate) would be:
 $\text{€}25,000 \div 1,000,000 = \text{€}0.025$.

Medium	Description of the Medium	Unit	Unit Rate (€)	Annual Volume (Units)	Total Cost Excluding VAT (€)
Billboard	<i>Ads in City centre, mall, high-traffic roads</i>	<i>1. Number of locations 2. Days of placement</i>			
Print media/ magazines	<i>Ads in newspapers, magazines and publications sold by insertion or page or online. Please specify the print media you will use.</i>	<i>Insertions annually</i>			
TV	<i>Paid ads on TV. Please specify the stations you will use.</i>	<i>No of Spots</i>			
Radio	<i>Paid audio ads on AM/FM and digital stations. Please specify the radio stations you will use</i>	<i>No of Spots</i>			
Bus	<i>Paid ads on buses</i>	<i>1. No of Routes 2. Months</i>			
Event	<i>Live or virtual activations to interact directly with audiences</i>	<i>Attendees</i>			
Online Display/Google Ads	<i>Display ads on websites</i>	<i>Impressions</i>			
Social media (META)	<i>Sponsored and organic posts</i>	<i>Impressions</i>			



Digital video (YouTube)	<i>Skippable ad targeted</i>	<i>No of Views</i>			
Other	<i>Please clarify</i>				
TOTAL AMOUNT (exclusive of VAT)					

Table 3: Suggested Campaigns and Cost Allocation

Instructions to Tenderers:

1. Please use Table 3 to list all the campaigns included in the Detailed Action Plan and break down each campaign’s total costs into five cost components.
2. Each campaign to include the costs of all mediums / channels.
3. All amounts to be exclusive of VAT.

Campaign Name	Strategy & Creative (€)	Production / Assets Creation (€)	Media Spend (€)	Account / Project Management & Reporting (€)	Contingency (€)	Total Cost (€)
Campaign 1 [Name] <i>for example: Admissions</i>	<i>€6,000</i>	<i>€3,000</i>	<i>€18,000</i>	<i>€2,400</i>	<i>€600</i>	<i>€30,000</i>
Campaign 2 [Name]						
Campaign 3 [Name]						
Campaign 4 etc						