

GPL005/2025 Annexure A Pricing Schedule:

MANDATORY REQUIREMENT:

Bidders must fully complete the pricing schedule for each category. Failure to provide pricing for any of the listed commodities will result in disqualification.

Category 1 – Radio							
No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
1	Commercial Radio National (SABC radio) & Regional (Gauteng based)	30' promo/ live read + 2-5 min telephonic Interviews	12				
2	Community Radio (Gauteng based only)	30' promo/ live read + 5-10 min telephonic Interviews (value Ad)	30				
3	Outside Broadcast Community Radio (Gauteng based)	3-hour broadcast at a GPL event	10				
4	Live Crossings Commercial Radio National (SABC radio) & Regional (Gauteng based)	3 hour Segment Live crossing at a GPL event	5				
5	Syndicate interviews Community Radio (Gauteng based only)	1 hour syndicate interview on x 5 radio stations (pre-recorded or live)	15				
6	Pre-recorded content Community Radio (Gauteng based only)	10-15 minutes of pre-recorded content	10				
Sub Total							

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Category 2 – Print

No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
1	Commercial Print Regional newspapers: e.g. Sunday World, Mail & Guardian, Business Day, Sowetan, Sunday Times, The Star, etc.)	Tenders section Black & white 4x25 columns	24				
2	Commercial Print Regional newspapers e.g. Sunday World, Mail & Guardian, Business Day, Sowetan, Sunday Times, The Star, Pretoria News etc.)	Careers Section Adverts Black & white Size: 4x20 columns	10				
3	Commercial Print Regional newspapers: e.g. Sunday World, Mail & Guardian, Business Day, Sowetan, Sunday Times, The Star, Pretoria News etc)	Front page strip	15				
4	Commercial Print Regional newspapers: e.g. Sunday World, Mail & Guardian, Business Day, Sowetan, Sunday Times, The Star, Pretoria News etc)	¼ Page advert (front pages) Size varies slightly per newspaper	10				
5	Community Print (Gauteng based only)	Front Page Strip	10				
6	Community Print	¼ Page (front Pages)	45				
7	Community Print	Full Page (front pages)	20				
8	Community Print	Double page insert	6				
Sub Total							

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Category 3 – Online/ Digital

No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
1	Online News platforms banners	1 full week campaign banners 970x250px 300X 250px 300X 600px	1				
2	Digital Audio Ads In- stream Audio Advertising	In-stream audio ads non-skippable audio commercials seamlessly into the stream	50				
3	Digital Audio Ads Podcasts	Podcast advertising inserted as pre, mid, and post-rolls.	50				
4	Social Media Sponsored Pages	Paid promotion / GPL page boost and campaigns in Gauteng reach of 10 000 on each platform per campaign. On X (Twitter), Facebook, Instagram, YouTube, Tiktok	30				
5	Live Streaming	Live Streaming services. Fully equipped for both live and virtual productions on GPL social media and other digital platforms pages including uncapped internet services	10				
6.	Social media influencer	Provision of a social media Influencer per day	10				
7.	Digital video ads	10-15 minutes pre-recorded videos on digital platforms e.g. website, social media pages	10				
Sub Total							

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Category 4 – Outdoor Advertising

No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
Location: Taxi Rank							
1	Digital	Various size	152 Daily plays				
2	Digital	4.0m x 8.0m	152 Daily plays				
3	Static Billboard	3.0m x 6.0m Incl. of production & lighting	1 monthly rate				
4	Static Billboard	6.0m x 4.0m Incl. of production & lighting	1 monthly rate				
Location: Township							
5	Static Billboard	4.5 x 18.0m Incl. of production & lighting	1 monthly rate				
6	Static Billboard	9.0m x 6.0m Incl. of production & lighting	1 monthly rate				
7	Static Billboard	12.0m x 9.0m Incl. of production & lighting	1 monthly rate				
8	Static Billboard	3.0m x 6.0m Incl. of production & lighting	1 monthly rate				
Location: General Highway/ Freeway/ Suburban (high end)							
9	Digital	4.5 x 18.0m	456 Daily Plays				
Location: OR Tambo Airport							
10	Digital	3m x 6m					
Gauteng Only Locations: Street Pole Ads							
11	Street Pole Ads	Set of three	1 monthly rate				
Sub Total							

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Category 5 – Television							
No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
1	Commercial TV Live	Crossing Package: Live broadcast on social media, TV Channel live crossing interviews, Squeeze bags. 3 hours	4				
		30 seconds adverts (final production by GPL)	10				
2	Parliamentary channel Broadcast feed	Supply live feed of an event by GPL to the Parliamentary channel.	4				
3	Community TV	30 Seconds adverts (final production by GPL)	20				
4		Event coverage 30 minutes inserts	8				
5		Squeeze back 10 seconds	10				
		Commercial/advert/promo	10				
Sub Total							

Note: Please ensure that any costs over and above those listed in the pricing schedule are clearly itemised and included in your final pricing submission for the full duration of the contract. All operating costs must be incorporated into the total contract amount submitted by your agency.

Pricing Incl VAT: Year 1.....

Year 2.....

Year 3.....

Total Bid Price Incl VAT:.....