

REQUEST FOR PRICES

Media Buying Services

Request for Prices — One-Year Long Term Agreement

Background

Lapis Group is seeking eligible service providers to submit price offers for the services listed in this Request for Prices (RFP). The purpose of this exercise is to establish one-year Long Term Agreements (LTAs) with qualified vendors across key service categories. LTAs allow Lapis Group to engage pre-vetted providers at pre-agreed rates, reducing procurement lead times and ensuring consistent quality across paid media placement and earned media engagements.

Objective

To obtain competitive and transparent price offers from qualified service providers in order to establish one-year Long Term Agreements. Vendors awarded an LTA will be engaged on a per-assignment basis at the rates submitted. When Lapis Group requires a service, it will contact the relevant LTA vendor to confirm availability and agree on the specific scope prior to proceeding. This TOR covers media buying and placement services including television, radio, outdoor, electronic screen, press conference support, and interview coordination.

Scope of Work

- Plan, book, and confirm placement of media spots across television, radio, and outdoor channels as specified.
- Provide verified spot delivery reports and audience reach data upon campaign completion.
- Manage relationships with media outlets and negotiate on behalf of the client to secure best available rates.
- Coordinate press conference logistics including venue, press invitations, and media follow-up where applicable.
- Support interview coordination and placement with relevant television programs and media channels.
- All prices quoted must be all-inclusive of agency fees and commissions, excluding sales tax.

Price Schedule

Service providers are requested to provide unit prices (in JOD, excluding sales tax) for the items below using the Excel price schedule template provided alongside this Request for Prices. Duration and quantity specifications represent standard procurement benchmarks; actual orders may vary per campaign.

Important: Companies that cannot fulfil all items in this Request for Prices are still encouraged to submit an offer. Leave the unit price blank for any item that is outside your scope or capacity. Partial offers will be considered.

No.	Item	Duration	Quantity	Notes	Unit Price (JOD)
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1	Top-tier TV — Primetime — 30 seconds	1 month	90 spots	—
2	Top-tier TV — Off-prime — 30 seconds	1 month	60 spots	—
3	Top-tier TV — Primetime — 40–60 seconds	1 month	90 spots	—
4	Top-tier TV — Off-prime — 40–60 seconds	1 month	60 spots	—
5	Top-tier TV — Primetime — 30 seconds	2 months	180 spots	—
6	Top-tier TV — Off-prime — 30 seconds	2 months	120 spots	—
7	Top-tier TV — Primetime — 40–60 seconds	2 months	180 spots	—
8	Top-tier TV — Off-prime — 40–60 seconds	2 months	120 spots	—
9	Second-tier TV — Primetime — 30 seconds	1 month	90 spots	—
10	Second-tier TV — Off-prime — 30 seconds	1 month	60 spots	—
11	Second-tier TV — Primetime — 40–60 seconds	1 month	90 spots	—
12	Second-tier TV — Off-prime — 40–60 seconds	1 month	60 spots	—
13	Second-tier TV — Primetime — 30 seconds	2 months	180 spots	—
14	Second-tier TV — Off-prime — 30 seconds	2 months	120 spots	—
15	Second-tier TV — Primetime — 40–60 seconds	2 months	180 spots	—
16	Second-tier TV — Off-prime — 40–60 seconds	2 months	120 spots	—
17	Top-tier Radio — Primetime — 30 seconds	1 month	120 spots	—
18	Top-tier Radio — Off-prime — 30 seconds	1 month	90 spots	—
19	Second-tier Radio — Primetime — 30 seconds	1 month	120 spots	—
20	Second-tier Radio — Off-prime — 30 seconds	1 month	90 spots	—
21	Billboard — Prime location	1 month	1 unit	—
22	Billboard — Off-prime location	1 month	1 unit	—
23	Electronic screen — Prime location	1 month	1 unit	—
24	Electronic screen — Off-prime location	1 month	1 unit	—
25	Press conference	Per event	1 event	Venue, guests,

				press attendance, video coverage, press release, media tracking
26	Interview coordination with media outlets	Per placement	1 placement	Placement in event coverage, TV spots, or studio interviews

Note: Prices must reflect all-inclusive rates (agency commission and placement fees), excluding sales tax. Please indicate separately if any item is subject to additional surcharges.

Submission Requirements

- Completed price schedule (Excel template provided alongside this Request for Prices) with unit prices in JOD, excluding sales tax. Leave blank any items you are unable to fulfil.
- Company profile (maximum 3 pages) including an overview of the organization, areas of specialization, and key team members.
- A list of relevant previous work, including a brief description of each project.
- Current rate cards for all relevant TV, radio, and outdoor channels.

Submission Instructions

Interested service providers are requested to:

- Submit all required documents electronically to procurement@lapis-group.com with the subject line: [TOR Reference] – [Company Name].
- Submission deadline: 15 April 2026.
- Please **download and fill out the following excel sheet and attach in your email:**
LINK: [Price Schedule Media Buying.xlsx](#)
- All prices must be quoted in Jordanian Dinar (JOD) and must exclude sales tax.
- All submitted prices must remain valid for a period of one (1) year from the date of LTA signature.
- Companies that cannot fulfil all items are encouraged to submit a partial offer — leave blank any items that cannot be fulfilled.
- Lapis Group will not cover any costs associated with the preparation or submission of offers.

Evaluation Criteria

- Technical competence and relevant experience in the service category.
- Quality of portfolio and demonstrated past performance.
- Competitiveness of the financial offer relative to market rates.
- Availability and capacity to deliver within required timeframes.

Lapis Group reserves the right to accept or reject any or all offers received, and to negotiate terms with shortlisted vendors prior to finalizing any one-year Long Term Agreement.