ADDENDUM 1

DATE: 2ND JUNE, 2026

Pursuant to section 75(1) of the Public Procumbent and Assets Disposal Act, 2015(Revised in 2022)

The Independent Electoral and Boundaries Commission hereby issues an addendum to the tender Number IEBC/RFP/001/26/2025-2026 for Provision of Consultancy Services for Media Production, Planning and buying Services.

S/No	Query/clarification	Response
	Media Buying & Airtime Specifications	
1	**Missing Ad Spot Specifications:** Media buying slots for advertisement spots should be quoted based on either **45-second or 60-second** durations as per request on production, categorized under both Prime Time and Off-Prime Time.	Given production is for One (1) minute, airing is also for One (1) Minute
2	**Documentary Airtime Adjustments:** The original reference to a "45-minute documentary" airtime slot should be corrected. In line with current broadcasting standards, the maximum airtime for a standard documentary segment on a media house is **5 to 6 minutes**. Unless it's for archiving.	For production, documentaries can be as long as the content/message dictates, what can be adjusted is the media buying duration to fit a budget. Therefore, quote for: **Production** of Five (5) minutes, Ten (10) minutes and Fifteen (15) minutes production of documentary and **airing** of the same (5 minutes, 10 minutes and 15 minutes)
3	**Missing Production Items in Media Buying:** Documentaries and Drama Series were omitted from the Media Buying section. Media Buying schedules and pricing templates should include airtime slots for both **Documentaries** and **Drama Series**.	Remains as earlier indicated in the Bid Document
4	**Social Media & Influencer Content:** The "15-minute Influencer-driven Content" and general "Social Media Content Production" items should be integrated into the **Media Planning and Media Buying** price schedules to account for paid amplification/boosting and distribution.	Remains as earlier indicated in the Bid Document

	Print & Radio Unit Measurements	
1	**Newspaper Ad Sizing:** To simplify pricing, the requirement for various small and large custom sizes should be removed. Bidders should quote based on a standard **1 Full Page** unit. This will serve as the baseline and can be scaled proportionally to required units upon request.	Remains as earlier indicated in the Bid Document
2	**Community Radio Pricing Units:** Community Radio airtime cannot be quoted "per day." The standard unit of measurement for Community Radio should be revised to **Per Hour (1 Hr)** or per specific spot duration.	Community radios barely have advertisements running hence the negotiation is broader than urban stations. Quote per hour.
	Inclusivity & Target Audience Expansion	
1	**Station Diversity:** To ensure wide and inclusive reach, the Media Planning and Buying strategy must explicitly include: o Religious Stations o Special Interest Group Media (specifically targeting Persons with Disabilities - PWDs) o Minority Group Outlets	These are included as they either have national or regional reach.
	Human Resources & Key Personnel	
1	**Key Staff Roles:** Duplicated roles in the Key Personnel evaluation section should been corrected. Redundant positions (such as the duplicate *Creative Director* listing) should be removed to streamline the team structure.	Total marks allocated for the Creative Director: 6 marks.

This is a three (3) year framework arrangement and the duration provided is minimum and can be reviewed based on need and Budget availability.

Bidders who have already downloaded the bidding documents are required to acknowledge receipt of this addendum. They are also required to download and complete the Confidential Business Questionnaire Form.

The Tender closing date has been extended to **Friday 5th June 2026 at 11:00 am East African Time.** All other terms and condition remain the same/Unchanged .

Moses Sunkuli, OGW
Ag.Commission Secretary/CEO