



DEFENCE HOUSING AUTHORITY LAHORE OPEN AUCTION OF STATIC / DIGITAL ODM IN DHA LAHORE

1. Locations of Static / Digital Media are as under:-

Ser	Locs	Size	Qty
<u>Billboards</u>			
a.	Defence Crossing Ph II	30'x15'	1
b.	Y Block (DHA Office Turn) Ph III	20'x10'	1
c.	W Block Masjid Ph III	20'x10'	1
d.	W Block Signal (Ph III)	30'x15'	1
<u>Static Moppet Signs</u>			
f.	<u>H Block Cmrl Area Ph I</u> (1) Infront of Toyland (2) Infront of Yasir Broast (3) Infront of Shezan Regale (4) Infront of Bank of Punjab (5) Infront of Jaidi Pan Shop <u>Y Block Cmrl Area Ph III</u> (6) Infront of Mean One (7) Infront Shaphire <u>DD/FF Block Cmrl Area Ph IV</u> (8) Infront of Fincera DD (9) Infront of Bundu Khan FF <u>Ph V Cmrl Area</u> (10) Infront of Dogar Restaurant	4'x8'	11
<u>Digital Moppet Signs</u>			
g.	(1) Ghazi Chowk Ph I (2) W Block Sig Ph III (3) Khy Iqbal Sig Ph III (4) Lalik Jan Chowk Ph II (5) Education City Ph V (6) LUMS Chowk Ph V	6' x 12'	6
<u>Digital Streamers</u>			
h.	Y/DD Junction towards DD cmrl Ph IV	3'x6'	25
i.	Broadway Chowk to Defence Raya Ph VI	3'x6'	41
j.	Broadway Chowk to Barki 1 st Signal Ph VI MB	3'x6'	24

2. Experienced outdoor advertising companies / business firms with good reputation and sound financial background will be eligible. They will be entitled to participate in the open auction through their authorized agents.

3. Following are the main terms and Conditions:-

- **Period of Agreement** - 3 Years + (1 Year extendable).
- **Terms & Conditions:-**
- 1 x Month's rent as security and 1x Month's rent in advance (***non-negotiable***).
- 8% Annual increase in rent.
- Each participating company should be registered with Registrar Firms. Following supporting documents will be provided along with letter of interest to participate:-
 - Letter of authorization in favor of person participating in the open auction.
 - All the participating Companies / Firms shall submit an undertaking to abide by the concerned advertisement rules and code of Ethics approved by APNS.

- Proof of FBR certificate.
- Bidders will also be required to deposit Bank statement of the company / firm for the last six months and company's / firm's profile.
- Any Vendor/ Company working with DHA, failing to submit the outstanding dues will not be permitted to participate in auction.
- Companies failing to provide the above mentioned document will not be allowed to participate in the bidding.
- Letter of Interest including information about authorized agent who will participate on the behalf of company along with Pay order of Rs. 500,000/- (refundable) should be submitted with DHA office before of the auction day. Cheque and CDR will not be accepted. Security amount will be confiscated if bid winner will withdraw his auction.
- The participating company will provide an undertaking that it has never been black listed by any authority / Boards. In case a wrong certificate is provided, then complete security will be confiscated in favor of DHA Lahore and agreement will be cancelled.
- DHA may postpone the bidding time / date without assigning any reason.
- DHA reserves the right to accept or reject any or all bids without assigning any reason.
- The decision of the Authority will be final.
- The DHA will display skin on licensed billboard for a minimum 5 x days on National Days/ Nationwide Campaigns (23rd March, 14th Aug, 6th Sep, 9th Nov, 25th Dec and Eids, etc;), as and when required, with no monetary or time compensatory obligations on DHA.
- On Digital Media, DHA will own 1 x slot of minimum during complete agreement period on FOC basis. DHA can use this slot for Public Service Messages and for DHA own Promotion.
- Stability Certificate will be the responsibility of Vendor.
- Any other aspects deemed appropriate by the management.

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