

**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**
**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0B2 / Noyau 0B2
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Advertising Technology Provider	
Solicitation No. - N° de l'invitation EP361-150005/A	Date 2015-03-13
Client Reference No. - N° de référence du client EP361-15-0005	
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-008-66975	
File No. - N° de dossier cz008.EP361-150005	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-04-22	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Granger, Dominique	Buyer Id - Id de l'acheteur cz008
Telephone No. - N° de téléphone (613) 990-4033 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA 4TH FL. 350 ALBERT ST. OTTAWA Ontario K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

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EP361-150005/A

Amd. No. - N° de la modif.

File No. - N° du dossier

cz008EP361-150005

Buyer ID - Id de l'acheteur

cz008

Client Ref. No. - N° de réf. du client

EP361-15-0005

CCC No./N° CCC - FMS No/ N° VME

Advertising Technology Provider

**ADVERTISING TECHNOLOGY PROVIDER
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PART 1 - GENERAL INFORMATION

1.1 INTRODUCTION

The bid solicitation is divided into seven parts and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Financial Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes includes the Statement of Work, the Basis of Payment and Financial Evaluation, the Technical Evaluation and the Evaluation Grid.

1.2 SUMMARY

Canada is seeking the services of a supplier to fulfill the mandate of **Government of Canada (GC) advertising technology provider (ATP)** to support a wide range of government programs and services through advertising technology services. The mandate includes services in support of GC digital advertising activities within Canada, at the national, regional, rural and community-based levels, targeting all ages and origins, including ethnic and Aboriginal communities, in English and French, as well as in other languages, as required. A limited number of activities could entail requirements in other countries. The period of contract will be for three (3) years with the possibility of two (2) additional one (1) year option periods. The services will be carried out as described in Annex "A", Statement of Work.

There is also a Bidder's Conference associated with this requirement. Consult Part 2 – Bidder's Instructions.

To avoid any conflict of interest or potential conflict of interest, an exclusivity clause will form part of the Advertising Technology Provider (ATP) solicitation. It will forbid the eligibility of any one supplier from being awarded both the Agency of Record (AOR) and ATP contracts. A similar clause will be included in the associated AOR solicitation.

More information on advertising practices of Canada can be found at: <http://www.tpsgc-pwgsc.gc.ca/pub-adv/index-eng.html>

The requirement is limited to Canadian services.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to acquire products and services that have a lower impact on the environment than those traditionally acquired. The environmental impact assessment of a product or service considers the whole life cycle of the product or service. All government procurement will be including more demanding environmental criteria or specifications to encourage suppliers to improve their operations to reduce their impact on the environment.

As per the Integrity Provisions under section 01 of *Standard Instructions 2003 and 2004*, bidders must provide a list of all owners and/or Directors and other associated information as required. Refer to section [4.21](#) of the *Supply Manual* for additional information on the Integrity Provisions.

For services requirements, Bidders must provide the required information as detailed in article 2.3 of Part 2 of *the bid solicitation*, in order to comply with Treasury Board policies and directives on contracts awarded to former public servants.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; see Part 5 – Certifications and Part 7 - Resulting Contract Clauses.

1.3 ACRONYMS

For ease of reference, the following provides a summary of the acronyms used in this document:

Advertising Coordination and Partnerships Directorate	ACPD
Advertising Technology Provider	ATP
Agency of Record	AOR
Agency Trading Desk	ATD
Application Programming Interface	API
Communications Procurement Directorate	CPD
Cost-Per-Click	CPC
Cost-Per-Thousand	CPM
Data Management Platform	DMP
Demand Side Platform	DSP
Government of Canada	GC
Media Placement Authorization number	ADV
Public Works and Government Services Canada	PWGSC
Real-Time Bidding	RTB
Statement of Work	SOW
Search Engine Marketing	SEM
Work Authorization - technology	WA

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1.4 DEBRIEFINGS

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2014/09/25) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 180 days

2.2 SUBMISSION OF BIDS

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

2.3 FORMER PUBLIC SERVANT

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public

Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c. C-17, the [Defence Services Pension Continuation Act](#), 1970, c. D-3, the [Royal Canadian Mounted Police Superannuation Act](#), 1970, c. R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c. R-11, the [Members of Parliament Retiring Allowances Act](#), R.S. 1985, c. M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c. C-8

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension?

Yes () No ()

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive?

Yes () No ()

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

2.4 ENQUIRIES - BID SOLICITATION

All enquiries must be submitted in writing to the Contracting Authority **no later than ten (10) calendar days before the bid closing date**. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

2.5 BIDDERS' CONFERENCE

A Bidder's conference/teleconference will be held at Constitution Square, 340 Albert Street, 2nd Floor, Ottawa Ontario on March 23, 2015. The conference will begin at 1:00 p.m. for the English conference and at 3:00 p.m. for the French conference, in the Constitution Boardroom 3. Bidders are invited to attend in person or by teleconference. The scope of the requirement outlined in the Request for Proposal (RFP) will be reviewed during the conference and questions will be answered. It is recommended that Bidders who intend to submit a proposal attend or send a representative.

Bidders are requested to communicate with the Contracting Authority before the conference to confirm attendance or to receive teleconference instructions. Bidders should provide, in writing, to the Contracting Authority, the name of the person(s) who will be attending and a list of issues they wish to table at least two (2) working days before the scheduled conference.

Any clarifications or changes to the RFP resulting from the Bidders' conference will be included as an amendment to the RFP. Bidders who do not attend will not be precluded from submitting a proposal.

2.6 APPLICABLE LAWS

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the bidders.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 BID PREPARATION INSTRUCTIONS

Canada requests that bidders provide their bid in separately bound sections as follows:

- Section I: Technical Bid (five (5) hard copies)
Section II: Financial Bid (one (1) hard copy)
Section III: Certifications (one (1) hard copy)

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders should:

- 1) use paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 EVALUATION PROCEDURES

Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.

4.1.1 TECHNICAL EVALUATION

Mandatory and Point Rated technical evaluation criteria are fully described in Annex "C".

4.1.2 FINANCIAL EVALUATION

Financial evaluation criteria are fully described in Annex "B".

4.2 BASIS OF SELECTION

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation;
 - b. meet all mandatory technical evaluation criteria; and
 - c. obtain the required minimum of 75 percent of the points for each selected rated criteria, 75% for categories of selected criteria and an overall passing mark of 750 points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of **1000** points.

Bids not meeting (a) or (b) or (c) will be declared non-responsive.

2. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be **70 %** for the technical merit and **30 %** for the price.
3. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of **70 %**.
4. To establish the pricing score, each rates or fees will be prorated against the lowest rate or fee for each individual category of service. The ratio of **30 %** will be divided against the three main category of services (Campaign-specific Services, Corporate Services and Other Related Services).
5. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
6. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.
7. Should a Bidder be the winner of both solicitation EP361-150005/A (Advertising Technology Provider (ATP)) and EP361-151112/A (Agency of Record (AOR)), the Contracting Authority will contact the Bidder and request that they select one of the two resulting contracts. In order to conform to the Exclusivity Provision clause, the Bidder will have to withdraw their bid for the solicitation that is not chosen. The second responsive bid that has obtained the highest combined rating of technical merit and price will then be recommended for award of a contract for the other resulting contract.

PART 5 – CERTIFICATIONS

Bidders must provide the required certifications and associated information to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default in carrying out any of its obligations under the Contract, if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority may render the bid non-responsive or constitute a default under the Contract.

5.1 CERTIFICATIONS PRECEDENT TO CONTRACT AWARD

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to comply with the request of the Contracting Authority and to provide the certifications within the time frame specified will render the bid non-responsive.

5.1.1 INTEGRITY PROVISIONS - ASSOCIATED INFORMATION

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions 2003. The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

5.1.2 FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - BID CERTIFICATION

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "[FCP Limited Eligibility to Bid](http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml)" list (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available from [Employment and Social Development Canada \(ESDC\) - Labour's](#) website.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed certification [Federal Contractors Program for Employment Equity - Certification](#) under 5.1.3.2 of Part 5, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed certification Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.1.3 ADDITIONAL CERTIFICATIONS PRECEDENT TO CONTRACT AWARD

5.1.3.1 CANADIAN CONTENT CERTIFICATION

5.1.3.1.1 *SACC Manual* clause [A3050T](#) (2014/11/27) Canadian Content Definition.

5.1.3.1.2 This procurement is limited to Canadian services.

The Bidder certifies that:

() the services offered are Canadian services as defined in paragraph 4 of clause [A3050T](#).

For more information on how to determine the Canadian content for a mix of services, consult Annex 3.6.(9), Example 2, of the [Supply Manual](#).

Signature

Date

5.1.3.2. FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- () A1. The Bidder certifies having no work force in Canada.
- () A2. The Bidder certifies being a public sector employer.
- () A3. The Bidder certifies being a federally regulated employer being subject to the Employment Equity Act.
- () A4. The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with ESDC-Labour.
- OR**
- A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.
- OR**
- B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

Signature

Date

5.1.3.3 STATUS AND AVAILABILITY OF RESOURCES

SACC Manual clause A3005T (2010/08/16) Status and Availability of Resources

Signature

Date

5.1.3.4 EDUCATION AND EXPERIENCE

SACC Manual clause A3010T (2010/08/16) Education and Experience

Signature

Date

5.1.3.5 CAPABILITY OF RESOURCES

Other than the key categories of service that will be evaluated, the Bidder or Joint Venture entity certifies that it has in-house resources capable of meeting all the roles and responsibilities of the other categories of service, as outlined in Annex "A", Statement of Work, that were not evaluated.

YES NO

Signature

Date

5.1.3.6 BILINGUAL CAPABILITIES

The Bidder or Joint Venture entity certifies that it has the capacity in key categories of service (as outlined in Annex "C" – Evaluation Criteria Requirement 5 to, at a minimum, deliver the following services and products and communicate with key stakeholders/partners/suppliers in both official languages:

- Provide ongoing strategic advice and account management services to the Program Authority
- make presentations to the Program Authority, such as annual reporting;
- communicate with English and French media suppliers to discuss technology requirements and resolve technical operational issues;
- develop and maintain core working tools (e.g. user manual, training material); and
- provide training and user support.

() YES () NO

Signature

Date

5.1.3.7 COMPUTING INFRASTRUCTURE CAPABILITIES

The Bidder or Joint Venture entities certify that they have the computing infrastructure in place to deliver the services required as described in Annex "A": Statement of Work.

- Ad server is in place
- DMP is in place
- DSP is in place
- all data collected and stored as part of the Contract will remain in Canada and reside on computing infrastructure located in Canada, only accessible in Canada by authorized users.

() YES () NO

Signature

Date

PART 6 - FINANCIAL REQUIREMENTS

6.1 FINANCIAL CAPABILITY

1. **Financial Capability Requirement:** The Bidder must have the financial capability to fulfill this requirement. To determine the Bidder's financial capability, the Contracting Authority may, by written notice to the Bidder, require the submission of some or all of the financial information detailed below during the evaluation of bids. The Bidder must provide the following information to the Contracting Authority within fifteen (15) working days of the request or as specified by the Contracting Authority in the notice:
 - a. Audited financial statements, if available, or the unaudited financial statements (prepared by the Bidder's outside accounting firm, if available, or prepared in-house if no external statements have been prepared) for the Bidder's last three fiscal years, or for the years that the Bidder has been in business if this is less than three years (including, as a minimum, the Balance Sheet, the Statement of Retained Earnings, the Income Statement and any notes to the statements).
 - b. If the date of the financial statements in (a) above is more than five months before the date of the request for information by the Contracting Authority, the Bidder must also provide, unless this is prohibited by legislation for public companies, the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement), as of two months before the date on which the Contracting Authority requests this information.
 - c. If the Bidder has not been in business for at least one full fiscal year, the following must be provided:
 - i. the opening Balance Sheet on commencement of business (in the case of a corporation, the date of incorporation); and
 - ii. the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement) as of two months before the date on which the Contracting Authority requests this information.
 - d. A certification from the Chief Financial Officer or an authorized signing officer of the Bidder that the financial information provided is complete and accurate.
 - e. A confirmation letter from all of the financial institution(s) that have provided short-term financing to the Bidder outlining the total of lines of credit granted to the Bidder and the amount of credit that remains available and not drawn upon as of one month prior to the date on which the Contracting Authority requests this information.
 - f. A detailed monthly Cash Flow Statement covering all the Bidder's activities (including the requirement) for the first two years of the requirement that is the subject of the bid solicitation, unless this is prohibited by legislation. This statement must detail the Bidder's major sources and amounts of cash and the major items of cash expenditures on a monthly basis, for all the Bidder's activities. All assumptions made should be explained as well as details of how cash shortfalls will be financed.

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- g. A detailed monthly Project Cash Flow Statement covering the first two years of the requirement that is the subject of the bid solicitation, unless this is prohibited by legislation. This statement must detail the Bidder's major sources and amounts of cash and the major items of cash expenditures, for the requirement, on a monthly basis. All assumptions made should be explained as well as details of how cash shortfalls will be financed.
2. If the Bidder is a joint venture, the financial information required by the Contracting Authority must be provided by each member of the joint venture.
3. If the Bidder is a subsidiary of another company, then any financial information in 1. (a) to (f) above required by the Contracting Authority must be provided by the ultimate parent company. Provision of parent company financial information does not by itself satisfy the requirement for the provision of the financial information of the Bidder, and the financial capability of a parent cannot be substituted for the financial capability of the Bidder itself unless an agreement by the parent company to sign a Parental Guarantee, as drawn up by Public Works and Government Services Canada (PWGSC), is provided with the required information.
4. **Financial Information Already Provided to PWGSC:** The Bidder is not required to resubmit any financial information requested by the Contracting Authority that is already on file at PWGSC with the Contract Cost Analysis, Audit and Policy Directorate of the Policy, Risk, Integrity and Strategic Management Sector, provided that within the above-noted time frame:
- a. the Bidder identifies to the Contracting Authority in writing the specific information that is on file and the requirement for which this information was provided; and
 - b. the Bidder authorizes the use of the information for this requirement.
- It is the Bidder's responsibility to confirm with the Contracting Authority that this information is still on file with PWGSC.
5. **Other Information:** Canada reserves the right to request from the Bidder any other information that Canada requires to conduct a complete financial capability assessment of the Bidder.
6. **Confidentiality:** If the Bidder provides the information required above to Canada in confidence while indicating that the disclosed information is confidential, then Canada will treat the information in a confidential manner as permitted by the [Access to Information Act](#), R.S., 1985, c. A-1, Section 20(1) (b) and (c).
7. **Security:** In determining the Bidder's financial capability to fulfill this requirement, Canada may consider any security the Bidder is capable of providing, at the Bidder's sole expense (for example, an irrevocable letter of credit from a registered financial institution drawn in favour of Canada, a performance guarantee from a third party or some other form of security, as determined by Canada).

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

7.1 STATEMENT OF WORK

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

7.1.2 AUTHORIZATION PROCEDURES

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A". There are two (2) types of Authorization Procedures. Except for the Corporate Services, all other work must be done with one of these Authorization Procedures:

7.1.2.1 WORK AUTHORIZATION - TECHNICAL (WA -TECHNICAL) FOR CAMPAIGN-SPECIFIC SERVICES

The Contracting Authority will proceed as follows to issue a WA - Technical for Campaign-specific Services:

- a) The Contracting Authority will ensure: that a Media Placement Authorization number (ADV) number has been issued by the Program Authority.
- b) The WA-technical approved by the Contracting Authority should contain the following information:
 - (i) the details of the work activities to be performed as described in the media plan;
 - (ii) a description of the deliverables and reports to be submitted, if applicable;
 - (iii) A schedule indicating completion dates and submission dates for deliverables and reports, if applicable, and
 - (iv) any other specific instructions relating to the work.
- c) The Contractor will be authorized by the Contracting Authority to proceed with the Work by the issuance of WA-technical. An obligation will come into force for these services only where a WA-technical is issued and only to the extent designated in the WA-technical.
- d) The value of each WA-technical for Campaign-specific services will be determined as detailed in Annex "B"- Basis of Payment.
- e) The Contractor shall not commence work until an approved WA-technical has been received from the Contracting Authority. The Contractor acknowledges that any and all work performed in the absence of the aforementioned approved WA-technical will be done at the Contractor's own risk, and Canada shall not be liable for payment therefore, unless or until an approved WA-technical is provided by the Contracting Authority.
- f) An amendment to the W-technical or a written approval must be received from the Contracting Authority before the Contractor initiates any changes to the WA-technical. The Contractor acknowledges that any and all work performed in the absence of the aforementioned approved Amendment to the WA-technical or written approval by the Contracting Authority will be done at the Contractor's own risk, and Canada shall not be liable for payment therefore, unless or until an approved Amendment to the WA-technical or written approval is provided by the Contracting Authority.

Approval is not required from the Contracting Authority when parameters are already indicated in the WA-technical. In such case, the Contractor shall only inform the Contracting Authority.

7.1.2.2 WORK AUTHORIZATION (WA) FOR OTHER RELATED SERVICES

The Contracting Authority will proceed as follows to issue a WA for Other Related Services:

- a) The Contracting Authority will provide the Contractor with the details of the work activities to be performed as described in the Statement of Work.
- b) The Contractor will have forty-eight (48) hours of receiving the request to submit a project estimate for completion of the Work outlined in the Statement of Work to the Contracting Authority.
- c) The project estimate will be established by multiplying the applicable rate(s) as specified in Annex "B"- Basis of Payment by the number of days and / or hours negotiated and agreed upon by the Contracting Authority and the Contractor. The breakdown of costs and the names of personnel shall be submitted with every proposal.
- d) Travel and living expenses incurred under a WA will be reimbursed provided that prior approval from the Contracting Authority and Project Authority was obtained and that the expenses are in accordance with National Joint Council Travel Directive.
- e) The Contractor will be authorized by the Contracting Authority to proceed with the Work by the issuance of the WA.
- f) The delivery deadlines as negotiated and specified in the WA document must be adhered to.
- g) The Contractor shall not undertake any of the specified Work unless and until a WA is issued by the Contracting Authority.
- h) An amendment to the WA or a written approval must be received from the Contracting Authority before the Contractor initiates any changes to the WA. The Contractor acknowledges that any and all work performed in the absence of the aforementioned approved Amendment to the WA or written approval by the Contracting Authority will be done at the Contractor's own risk, and Canada shall not be liable for payment therefore, unless or until an approved Amendment to the WA or written approval is provided by the Contracting Authority.

7.2 STANDARD CLAUSES AND CONDITIONS

All clauses and conditions identified in the Contract by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

7.2.1 GENERAL CONDITIONS

2035 (2014/09/25), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

7.3 Security Requirements

There is no security requirement applicable to this Contract.

7.4 TERM OF CONTRACT

7.4.1 PERIOD OF THE CONTRACT

The period of the Contract is for three (3) years from the award date.

7.4.2 OPTION TO EXTEND THE CONTRACT

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

7.5 AUTHORITIES

7.5.1 CONTRACTING AUTHORITY

The Contracting Authority for the Contract is:

Public Works and Government Services Canada
Acquisitions Branch
Communication Procurement Directorate
Constitution Square
360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5

Name: Dominique Granger
Telephone: 613-990-4033
Fax: 613-949-1281
E-mail Address: dominique.granger@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

7.5.2 PROGRAM AUTHORITY

The Program Authority is responsible for issuing formal approval of media placements of advertising through an ADV number after reviewing for compliance with the *Official Languages Act* and the Federal Identity Program. It also coordinates the activities of the AOR for all media placements.

The name and their coordinates will be provided in the contract.

7.5.3 PROJECT AUTHORITY

The Project Authority for the Contract is:

The name and their coordinates will be provided in the WA.

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

7.5.4 CONTRACTOR'S REPRESENTATIVE

The name and their coordinates will be provided in the contract.

7.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

7.7 PAYMENT

7.7.1 BASIS OF PAYMENT

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with Annex "B" - Basis of Payment.

7.7.2 LIMITATION OF EXPENDITURE

1. Canada's total liability to the Contractor under the Contract must not exceed \$ _____ . Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.
3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.



7.7.3 LIMITATION OF CANADA'S FINANCIAL OBLIGATION

Notwithstanding the Expenditure Limitation described in clause 7.7.2 hereof, Canada's obligation to the Contractor shall not exceed \$ _____, Goods and Services Tax or Harmonized Sales Tax is extra, as appropriate and representing the fixed fee for corporate services. Canada's obligation shall only increase upon receipt of an approved WA-Technical and WA and only by the amount provided in the said WA-Technical and WA . The Contractor, shall upon receipt of the said WA-Technical and WA, comply with the terms thereof inclusive of the new limitation of Canada's financial obligation to the Contractor. The Contractor shall not exceed the amount specified in the said WA-Technical and WA.

7.8 Exchange Rate Fluctuation Adjustment

1. The foreign currency component (FCC) is defined as the portion of the price or rate that will be directly affected by exchange rate fluctuation. The FCC should include all related

taxes, duties and other costs paid by the Bidder and which are to be included in the adjustment amount.

2. For each line item where a FCC is identified, Canada assumes the risks and benefits for exchange rate fluctuation, as shown in the Basis of Payment. For such items, the exchange rate fluctuation amount is determined in accordance with the provision of this clause.
3. The total price paid by Canada on each invoice will be adjusted at the time of payment, based on the FCC and the exchange rate fluctuation provisions in the contract. The exchange rate adjustment amount will be calculated in accordance with the following formula:
Adjustment = FCC x Qty x ($i_1 - i_0$) / i_0
where formula variables correspond to:
FCC
Foreign Currency Component (per unit)
 i_0
Initial exchange rate (CAN\$ per unit of foreign currency [e.g. US\$1])
 i_1
exchange rate for adjustments (CAN\$ per unit of foreign currency [e.g. US\$1])
Qty
quantity of units
4. The initial exchange rate is typically set as the noon rate as published by the Bank of Canada on the solicitation closing date.
5. For goods, the exchange rate for adjustment will be the noon rate as published by the Bank of Canada on the date the goods were delivered. For services, the exchange rate for adjustment will be the noon rate on the last business day of the month for which the services were performed. For advance payments, the exchange rate for adjustment will be the noon rate on the date the payment was due. The most recent noon rate will be used for non-business days.
6. The Contractor must indicate the total exchange rate adjustment amount (either upward, downward or no change) as a separate item on each invoice or claim for payment submitted under the Contract. Where an adjustment applies, the Contractor must submit with their invoice form [PWGSC-TPSGC 450](#) , Claim for Exchange Rate Adjustments.
7. The exchange rate adjustment will only be applied where the exchange rate fluctuation is greater than 2% (increase or decrease), calculated in accordance with column 8 of form [PWGSC-TPSGC 450](#)  (i.e [$i_1 - i_0$) / i_0]).
8. Canada reserves the right to audit any revision to costs and prices under this clause.

7.9 INVOICING

7.9.1 INVOICING INSTRUCTIONS

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Payment will only be made upon receipt of a satisfactory invoice duly supported by specified release documents and other documents called for under the Contract.

- The original and one (1) copy of the invoices for corporate services will be submitted to the Program Authority.
- The original and one (1) copy of the invoices for Campaign -specific services and other related services will be submitted to the Project Authority as stated in the WA-Technical and WA.

One copy of each invoice, together with attachments, shall be forwarded to the Contracting Authority.

7.9.2 MONTHLY INVOICES:

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada

Furthermore: Invoices that are submitted for Campaign-specific Services and Other Related Services must be supported by:

- a) category of services and names of resources, number of hours per category and hourly rates;
- b) a copy of time sheets to support the time claimed;
- c) a copy of the release document and any other documents as specified in the Contract;
- d) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- e) a copy of the monthly progress report.

7.9.3 CANCELLATION AND RESCHEDULING:

In case of cancellation of campaign in all or in part, the Contractor will be paid for the services rendered. This means, based on the volume of clicks or impressions delivered and on work completed related to campaign reporting set-up for data integration from external media platforms (as applicable). Payment will be made following receipt of satisfactory invoices, duly supported by the required release documents, in accordance with section 7.9.1 – Invoicing Instructions.

7.10 CERTIFICATIONS

7.10.1 COMPLIANCE

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing associated information are conditions of the Contract. Certifications are subject to verification by Canada during the entire period of the Contract. If the Contractor does not comply with any certification, fails to provide the associated information, or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

7.10.2 FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - DEFAULT BY THE CONTRACTOR

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

7.11 SACC Manual Clauses

SACC Manual clauses A3060C (2008/05/12), Canadian Content Certification
SACC Manual clauses C0705C (2010/01/11), Discretionary Audit
SACC Manual clauses C0711C (2008/05/12), Time Verification

7.12 APPLICABLE LAWS

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

7.13 PRIORITY OF DOCUMENTS

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions 2035 dated 2014/09/25;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment and Financial Evaluation;
- (e) signed WA-Technical and WA and amendments (including all of its annexes, if any) ; and;
- (f) the Contractor's bid dated _____,

7.14 INSURANCE

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

7.15 EXCLUSIVITY PROVISION

1. **The Supplier certifies** that the Supplier, its parent corporation, its subsidiary corporation and any body corporate of the Supplier's immediate family **is not the prime contractor, the joint venture or a sub-contractor** under contract EP361-151112 for the Agency of Record.

The Supplier acknowledges and agrees that under the contract EP361-150005, the Supplier's senior officials will disclose all real and potential conflicts of interest by written notice to the Contracting Authority under that contract.

The Supplier acknowledges and agrees that any subcontractor to the Supplier under contract EP361-150005 is subject to the same conditions and restrictions as the Supplier under the contract EP361-150005.

Therefore, the Supplier certifies that it is not the supplier under contract EP361-150005, a parent corporation, a subsidiary corporation or any body corporate of the Supplier's immediate family or a subcontractor subject to the same conditions and restrictions of the said supplier under contract EP361-150005. Any certification made by the Supplier that is untrue, whether made knowingly or unknowingly, or failure to comply with the conditions and restrictions mentioned above before or after contract award, or failure to comply with the request of the Contracting Authority for additional information will render the bid non-responsive and any resulting contract will be terminated for default.

2. The following definitions apply to the above provisions:

"PARENT" means, in relation to the supplier under the Advertising Technology Provider EP361-150005, a body corporate of which the said supplier under the Advertising Technology Provider contract EP361-150005 is a subsidiary within the meaning of subsection 2(5) of Canada's Business Corporations Act, RSC c C-44.

"SUBSIDIARY" means, in relation to the supplier under the Advertising Technology Provider contract EP361-150005, a body corporate within the meaning of subsections 2(3) and 2(5) of Canada's Business Corporations Act, RSC c C-44, and for the purposes of the Advertising Technology Provider contract EP361-150005, also includes those with a less than 50% ownership.

"FEDERAL GOVERNMENT PROCUREMENT CONTRACTS" means a contract as defined under the Government Contracts Regulations entered into by institutions identified in Schedule I, I.1 and II of the Financial Administration Act, unless excluded by specific acts, regulations or Orders in Council.

"BODY CORPORATE OF THE BIDDER'S IMMEDIATE FAMILY" means a body corporate (including subsidiaries) that has the same parent as the supplier under the Advertising Technology Provider contract EP361-150005 or means a body corporate that does not operate but acquires and hold shares or a controlling interest in the bidder under the Advertising Technology Provider contract EP361-150005.

"RELATING TO ADVERTISING" means all activities involved in the purchase, by or on behalf of Canada, for the development and production of advertising campaigns and associated purchases of space or time in print or broadcast media, or in other mass media, such as digital, cinema or out-of home advertising.

"CONFLICT OF INTEREST" means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the supplier under the Advertising Technology Provider contract EP361-150005 is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

7.16 CONFLICTING INTEREST

"CONFLICT OF INTEREST" means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the Contractor is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

1. Subject to subsection (2), the Contractor represents, warrants and shall ensure that, to its knowledge, the services to be provided pursuant to this Contract (the "services") are not, and will not, during the course of the contract period, be in conflict with competing or opposing interests of other clients of the Contractor.

2. Where the Contractor is aware that the services are or may be in conflict with interests of other clients of the Contractor, the Contractor shall identify the potentially competing services and interests involved, and forward an explanation setting out the reasons why the situation would not represent a conflict of interest.
3. Where Canada becomes aware that the services are or may be in conflict with interests of other clients of the Contractor, Canada shall inform the Contractor of this situation, requesting an explanation setting out the reasons why the situation would not represent a conflict of interest.
4. Following a review of the Contractor's explanation, Canada may accept or reject the explanation, at the sole discretion of Canada. Canada shall deliver his decision in writing. The Contractor shall have a ten (10) working day period, from the date of receipt of Canada's decision, to submit either a supplementary or an alternate explanation. Following a review of the Contractor's supplementary explanation, if any, Canada may either accept/agree with this supplementary explanation, or, at the sole discretion of Canada, proceed to the measures set out in subsection 5.
5. Where Canada rejects the Contractor's initial explanation (or supplementary explanation, if any) referred to in subsection (4), Canada may terminate this contract in accordance with subsection (6).
6. The Contractor agrees that Canada relies upon subsection (1) to authorise this Contract and any breach of subsection (1) shall entitle Canada to terminate this contract for default.

7.17 Protection and Security of Data Stored in Databases

1. The Contractor must ensure that all the databases containing any information related to the Work are located in Canada or, if the Contracting Authority has first consented in writing, in another country where:
 - a. equivalent protections are given to personal information as in Canada under legislation such as the [Privacy Act](#), R.S. 1985, c.P-21, and the [Personal Information Protection and Electronic Documents Act](#), S.C. 2000, c.5, and under any applicable policies of the Government of Canada; and
 - b. the laws do not allow the government of that country or any other entity or person to seek or obtain the right to view or copy any information relating to the Contract without first obtaining the Contracting Authority's written consent.

In connection with giving its consent to locating a database in another country, the Contracting Authority may, at its option, require the Contractor to provide a legal opinion (from a lawyer qualified in the foreign country) that the laws in that country meet the above requirements, or may require the Contractor to pay for Canada to obtain such a legal opinion. Canada has the right to reject any request to store Canada's data in a country other than Canada if there is any reason to be concerned about the security, privacy, or integrity of Canada's data. Canada may also require that any data sent or processed outside of Canada be encrypted with Canada-approved cryptography and that the private key required to decrypt the data be kept in Canada in accordance with key management and storage processes approved by Canada.

2. The Contractor must control access to all databases on which any data relating to the Contract is stored so that only individuals with the appropriate security clearance are

able to access the database, either by using a password or other form of access control (such as biometric controls).

3. The Contractor must ensure that all databases on which any data relating to the Contract is stored are physically and logically independent (meaning there is no direct or indirect connection of any kind) from all other databases, unless those databases are located in Canada (or in another country approved by the Contracting authority under subsection 1) and otherwise meet the requirements of this article.
4. The Contractor must ensure that all data relating to the Contract is processed only in Canada or in another country approved by the Contracting Authority under subsection 1.
5. The Contractor must ensure that all domestic network traffic (meaning traffic or transmissions initiated in one part of Canada to a destination or individual located in another part of Canada) is routed exclusively through Canada, unless the Contracting Authority has first consented in writing to an alternate route. The Contracting Authority will only consider requests to route domestic traffic through another country that meets the requirements of subsection 1.
6. Despite any section of the General Conditions relating to subcontracting, the Contractor must not subcontract (including to an affiliate) any function that involves providing a subcontractor with access to any data relating to the Contract unless the Contracting Authority first consents in writing.

ANNEX "A"
STATEMENT OF WORK

Advertising Technology Provider

A.1 Overview of the Mandate

- A.1.1 ADVERTISING IN THE GOVERNMENT OF CANADA
- A.1.2 ROLES AND RESPONSIBILITIES
- A.1.3 SERVICE EXPECTATIONS

A.2 Reporting Structure

- A.2.1 CONTRACT ADMINISTRATION AND MANAGEMENT
- A.2.2 AUTHORIZATIONS AND APPROVALS
- A.2.3 PROCESS AND WORKFLOW

A.3 Government Advertising Volume

A.4 Detailed Services Required

- A.4.1 CAMPAIGN-SPECIFIC SERVICES
 - A 4.1.1 AD SERVER SERVICES
 - A 4.1.2 DATA MANAGEMENT PLATFORM (DMP) SERVICES
 - A 4.1.3 DEMAND SIDE PLATFORM (DSP) SERVICES
- A.4.2 CORPORATE SERVICES
- A.4.3. OTHER RELATED SERVICES

A.5 Acts, Policies, Procedures and Standards

- A.5.1 GOVERNMENT OF CANADA
- A.5.2 ADVERTISING INDUSTRY

A.6 Audit and Evaluation

- A.6.1 MEASUREMENT AND REPORTING
- A.6.2 SERVICE DELIVERY AND PERFORMANCE
- A.6.3 FINANCIAL AND CONTRACTUAL

A. 1. OVERVIEW OF MANDATE

PWGSC is seeking the services of a supplier to fulfill the mandate of **Government of Canada (GC) advertising technology provider** (hereinafter referred to as "ATP") to support a wide range of government programs and services through advertising technology services.

The mandate includes services to institutions listed in schedules I, I.1 and II of the *Financial Administration Act*. Based on historical practices, approximately 35 to 40 of these institutions advertise in any given year.

The mandate includes services in support of GC digital advertising activities within Canada, at the national, regional, rural and community-based levels, targeting all ages and origins, including ethnic and Aboriginal communities, in English and French, as well as in other languages, as required. A limited number of activities could entail requirements in other countries.

The ATP must provide services in English and French, as required.

Any data collected and stored by the ATP under this mandate must remain in Canada and reside on computing infrastructure located in Canada. Additionally, the data must only be accessible in Canada and by authorized users, in accordance with the Contract.

A.1.1. Advertising in the Government of Canada

Advertising is an important way for the Government to communicate with Canadians. Advertising is used to ensure that Canadians are informed of programs, services and initiatives that affect them. It is also an essential tool to alert the population of environmental and health and safety issues, invite consultation on matters of public interest, and notify people about their legal rights and obligations.

The GC advertising process involves many organizations and rigorous annual planning and reporting mechanisms, which are designed to ensure that activities align with government priorities, meet the communications needs of Canadians, comply with acts, policies, procedures and standards, and provide value for money. Coordination of government advertising is managed centrally through the Privy Council Office and Public Works and Government Services Canada (PWGSC), and GC institutions are responsible for the day-to-day management of their advertising activities.

When a General Election (federal) is called, all government advertising activities must be suspended. More specifically, all media placements that have been booked must be cancelled, including placements during and after the election period, in accordance with the *Canada Elections Act* and the Government of Canada Communications Policy. The only work that can take place is for services required to cancel media placements, including any related reporting.

It is normal for many government advertising initiatives to be in development or to take place at the same time. Additionally, there are multiple levels of approvals, and these can vary from one institution to the other, which can impact media planning and buying execution timelines. Numerous revisions to media plans may also be requested with short lead times. It is also important to note that marketing teams within the institutions have various degrees of knowledge in advertising technology systems and industry best practices. The ATP must be able to provide services tailored to these needs and, in some cases, respond within tight timelines and outside regular working hours. No rush or overtime charges will be accepted as this is part of the normal operational environment for government advertising.

The ATP mandate is new. It is required as a result of market developments and the increasing use of digital media and data-driven processes for government advertising. Advertising technology requirements were previously managed under the Agency of Record (AOR) contract. The AOR is the sole authority designated by the Government to purchase advertising media space and time on its behalf. Consolidating advertising technology requirements under a separate mandate aims to increase transparency and accountability over data collection and control.

The ATP will be required to work closely with a number of key players involved in the delivery of GC digital advertising activities who will be required to use ATP services. Key players include the AOR, Lead Agencies and GC institutions. The AOR is responsible for media planning (see Note below) and buying. This includes the responsibility for the Agency Trading Desk (ATD) and trafficking (traditional creative) or coordination of trafficking (digital creative). Lead Agencies are responsible for overall campaign strategic direction and creative development. Both the AOR and Lead Agencies report to GC institutions who are solely accountable for all their advertising activities.

Note: Media planning services were previously provided under separate contracts by planning and creative agencies. Existing contracts that include planning services will be maintained until their term expires. All new media planning services requirements will be mandated to the AOR.

GC advertising procurement tools include agencies which GC institutions can use as their Lead Agencies. These are listed at <http://www.tpsgc-pwgsc.gc.ca/pub-adv/ac-ar-eng.html>. Lead Agencies could also include other agencies with broader mandates awarded outside the scope of these tools.

Unlike the purchase of media space and time which must be done through the AOR, GC institutions have the option to handle media planning and creative development internally. This will occur for a limited number of activities, in which case they will fully assume all related roles and responsibilities.

A.1.2. Roles and Responsibilities

The ATP function plays a key role in the GC advertising management framework. As sole authority designated by the GC to provide advertising technology services to support GC digital advertising activities, the ATP enables the GC to acquire optimal control and value by consolidating advertising technology requirements as separate specialized services. Centralizing these services also enables the GC to increase data oversight and reporting capacity.

The ATP is required to provide the following three (3) categories of services:

1. Campaign-Specific Services
 - 1.1 Ad Server Services
 - 1.2 Data Management Platform (DMP) Services
 - 1.3 Demand Side Platform (DSP) Services
2. Corporate Services
3. Other Related Services

As part of normal service delivery, the ATP will be required to:

- Lead integrated advertising technology systems and processes providing customizable and flexible solutions, tailored to the needs of the Government, to support the delivery of all GC digital advertising activities. This includes the integration of environmental controls to ensure brand safety, impression fraud prevention and any other safeguards that could be required over the course of the Contract, while also ensuring optimal efficiencies, effectiveness and return on investment at all times.
- Commit the necessary resources and expertise to ensure: quality and timely service delivery and optimal efficiencies; availability of additional resources, as required; and continuity in staffing to deepen knowledge of the account and foster continuous improvement.
- Centralize data management for all GC digital advertising activities and provide the necessary strategies and actionable plans to ensure control and oversight over data collection, usage, storage and disposal, in manners compliant with GC acts, policies, procedures and standards, and consistent with industry standards and best practices.
- Review and link with other systems used in the delivery of GC digital advertising activities to optimize data integration and centralization.
- Establish strong relationships and effective communication with the AOR and other marketing partners, as required, to ensure seamless execution of GC digital advertising activities.
- Develop and implement reporting systems and processes to provide ongoing access and enable ongoing monitoring and reporting on all GC digital advertising activities by relevant stakeholders.
- Demonstrate financial reliability and administrative control through documented systems and processes to optimize efficiencies, effectiveness and return on investment for the GC.
- Implement budget control processes to account for all work, costs and transactions under the Contract including, but not limited to, planned and actual costs, ensuring that all funds are recorded, transparent and auditable.
- Maintain financial records and related documents for audit purposes for a period of six (6) years, from date of final transactions.
- Provide training to GC institutions and other marketing partners on ATP systems and processes and help desk services, as required, to support the implementation of ATP systems and processes.

These requirements are further defined in section A.4 Detailed Services Required.

A.1.3. Service Expectations

The ATP must make a minimum core team of people available to the Program Authority and work within established service standards. The ATP's core team must always be able to answer calls from the Program Authority on a timely basis. Substitution of ATP key personnel must be approved by the Program Authority.

Most services will be rendered during regular working hours (90%), however, the ATP must have an established process to deliver services outside regular business hours, as

required. The ATP must provide services 24/7 in emergency or crisis situations, which could include, but is not limited to, situations that could impact on the health and safety of Canadians. Minimum service standards must include regular reviews with follow-up action plans to ensure that changes are implemented rapidly.

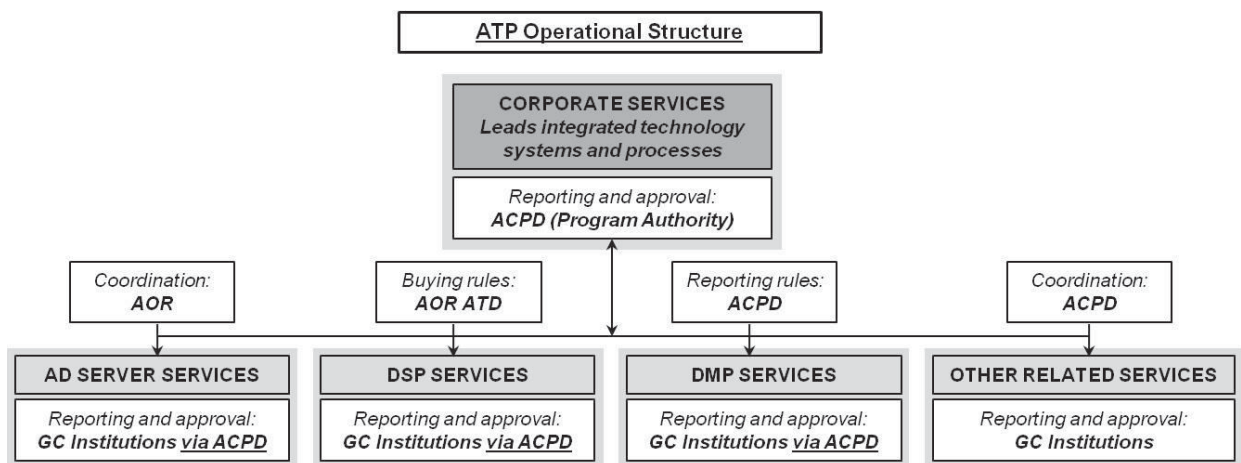
A.2. REPORTING STRUCTURE

A.2.1. Contract Administration and Management

The Contracting Authority for GC advertising services is the Communications Procurement Directorate (CPD) at PWGSC. The Contracting Authority issues all contractual documents, manages all procurement tools and coordinates all selection processes for advertising services suppliers.

The Program Authority for GC advertising services is the Advertising Coordination and Partnerships Directorate (ACPD), also at PWGSC. The Program Authority reviews all media plans and creative, provides advice and guidance to GC institutions to ensure compliance with relevant acts, policies, procedures and standards, and issues media placement authorization numbers (ADVs) authorizing the Contracting Authority to issue Work Authorizations to the AOR and the ATP to execute media plans. The Program Authority also reviews Statements of Work (SOWs) for advertising services and manages the AOR and ATP contracts, which involves overseeing the delivery of AOR and ATP services in accordance with their SOWs and managing all core services (Corporate Services), on behalf of the GC. As part of these responsibilities, the Program Authority will be the ATP's day-to-day primary contact on all operational matters related to the Contract.

The following illustrates the ATP's operational structure for the above noted three (3) categories of services, once a WA has been issued by the Contracting Authority:



A.2.2. Authorizations and Approvals

Except for Corporate Services, a Work Authorization (WA) from the Contracting Authority must be received by the ATP prior to providing any services. Any change will require an amendment to the WA or written authorization from the Contracting Authority prior to initiating any additional work. After receiving a WA, all communication between GC institutions and the ATP will be coordinated through the Program Authority, except for questions related to billing.

The following apply specifically to each category of services:

A.2.2.1 Campaign-specific Services (Ad Server, DMP and DSP Services)

Each WA will be accompanied by a detailed media plan. After receiving a WA, the ATP will be required to work closely with the AOR to traffic GC digital advertising creative and execute programmatic media buys, as required, on a timely basis. All trafficking and programmatic trading must be coordinated with the AOR.

A.2.2.2. Corporate Services

The Program Authority will be the ATP's sole contact point, reviewing and approving all deliverables. This includes the set up and maintenance of the DMP at the onset and throughout the mandate.

A.2.2.3. Other Related Services

All requests will be coordinated through the Program Authority and each WA will be accompanied by a detailed SOW. Any change to the SOW will require an amendment to the WA or written authorization from the Contracting Authority.

A.2.3. Process and Workflow

The following illustrates the typical process flow and relationships between the various key players:

ROLES AND RESPONSIBILITIES					
PROCESS	Lead Agencies	AOR	ATP	GC Institutions	Program Authority
1. Measurement and reporting first set up		Works with Program Authority and ATP to define set up requirements.	Works with Program Authority and AOR to define and implement set up requirements, and provides advice and recommendations to optimize efficiencies, effectiveness and return on investment.		Provides direction and approval on set up requirements, works with ATP and AOR to facilitate implementation.
			Works with Program Authority to develop processes, guidelines and training on how to use ATP systems.		Provides ongoing support and direction to ATP to develop processes, guidelines and training for users, and approves all decisions and deliverables.
			Provides training and support to GC institutions on systems' functionality based on approved direction from Program Authority.		Coordinates communication and logistics with GC institutions, works with ATP to develop training and approves all decisions and deliverables.

ROLES AND RESPONSIBILITIES					
PROCESS	Lead Agencies	AOR	ATP	GC Institutions	Program Authority
			Provides and manages DMP access in coordination with Program Authority.		Approves all access rights to DMP
2. Media planning	Provide overall strategic direction and develop creative.	Develops media strategies and plans.		Review and approve media strategies and plans.	Issues ADVs to authorize media buys.
3. Media buying		Buys all media space and time.			
		Coordinates trafficking and tracking of digital creative with ATP.	Traffics and tracks ad delivery.		
		Monitors ad delivery and campaign performance through DMP access, provides advice and recommendations to GC institutions to optimize efficiencies, effectiveness and return on investment.		Monitor ad delivery and campaign performance through DMP access, and review and approve recommendations from AOR.	Monitors ad delivery and campaign performance – The Program Authority will have access to reports for all campaigns.
4. Additional systems and data integration (e.g. audit ad delivery, impression fraud, viewability, integrate external systems or data)			Works with Program Authority to define and implement set up requirements, and provides advice and recommendations to facilitate implementation and optimize efficiencies, effectiveness and return on investment.		Provides direction and approval on set up requirements, works with ATP and AOR to facilitate implementation.

A.3. GOVERNMENT ADVERTISING VOLUME

Based on historical practices, the GC undertakes on average seventeen (17) major campaigns annually for which production and media costs exceed \$500K. These campaigns generally all include digital advertising.

It is impossible for the GC to provide a minimum guaranteed dollar value for advertising technology services requirements; however, the following provides an overview on spending and digital activity volume (impressions, clicks), based on historical practices for fiscal years 2010-11 to 2012-13:

- Total annual spending is estimated at \$60M net.
- **Table 1** below provides an overview of spending, highlighting the top three media each year.
- **Table 2** below provides a breakdown of spending for digital media only.
- **Table 3** below provides an overview of activity volume tracked through the ad server and Search Engine Marketing (SEM) platforms (e.g. Google AdWords, Bing).

Table 1 – GC Annual Advertising Media Spending, \$ Millions and % Share

Note: Spending for 2013-14 cannot be provided at this time as the GC advertising annual report has not been published. Currently, the following general trends are noted: the top three media were television, internet and radio; television and internet remained dominant; and internet spending continued to increase.

MEDIA	YEAR (\$ millions / % share over total annual spending)						TOTAL	
	10-11		11-12		12-13			
Cinema	\$3.73	5.79%	\$0.74	1.19%	\$1.01	1.83%	\$5.48	3.02%
Internet	\$9.39	14.58%	\$8.51	13.69%	\$10.88	19.81%	\$28.78	15.86%
Out-of-Home	\$4.96	7.71%	\$3.98	6.40%	\$1.67	3.05%	\$10.61	5.85%
Print Dailies	\$2.79	4.34%	\$1.21	1.94%	\$0.94	1.71%	\$4.94	2.72%
Print Magazine	\$3.56	5.53%	\$2.44	3.92%	\$0.81	1.48%	\$6.81	3.75%
Print Weeklies*	\$4.28	6.65%	\$5.17	8.31%	\$5.36	9.75%	\$14.81	8.16%
Radio	\$4.89	7.58%	\$17.24	27.74%	\$1.25	2.27%	\$23.38	12.88%
TV	\$30.79	47.83%	\$22.88	36.81%	\$33.01	60.10%	\$86.68	47.76%
TOTAL	\$64.38	100.00%	\$62.16	100.00%	\$54.93	100.00%	\$181.49	100.00%

Source: GC advertising annual reports, AOR Media Placements by Type.
 * Include mainstream, ethnic and Aboriginal spending.

Table 2 – GC Annual Digital Advertising Media Spending, \$ Million and % Share

Note: Spending for 2013-14 cannot be provided at this time as the GC advertising annual report has not been published. Currently, the following general trends are noted: total spending and % share has increased; display remains dominant; social media received a higher share than in previous years; SEM's share decreased compared to the previous year; and RTB was introduced in digital strategies.

MEDIA	YEAR (\$ million / % share over total annual spending)						TOTAL	
	10-11		11-12		12-13			
Display	\$7.13	75.93%	\$6.42	75.44%	\$8.25	75.83%	\$21.80	75.75%
Social Media*	\$0.65	6.93%	\$0.79	9.28%	\$0.61	5.61%	\$2.05	7.12%
SEM	\$1.61	17.15%	\$1.30	15.28%	\$2.02	18.57%	\$4.93	17.13%
TOTAL	\$9.39	100.00%	\$8.51	100.00%	\$10.88	100.00%	\$28.78	100.00%

Source: AOR
 * Includes Facebook, Twitter and LinkedIn.

Table 3 – GC Annual Digital Advertising Volume, Million Impressions and Clicks

MEDIA	YEAR (million (1) impressions / (2) clicks)								TOTAL	
	10-11		11-12		12-13		13-14			
	(1)	(2)	(1)	(2)	(1)	(2)	(1)	(2)	(1)	(2)
Display*	773.7	1.2	759.5	2.4	870.6	3.0	1,358.9	3.6	3,762.7	10.2
RTB	n/a	n/a	n/a	n/a	n/a	n/a	46.2	0.02	46.2	0.02
SEM	529.9	2.4	713.2	1.6	503.0	2.5	105.3	1.9	1,851.4	8.4
TOTAL	1,303.6	3.6	1,472.7	4.0	1,373.6	5.5	1,510.4	5.52	5,660.3	18.62

Source: AOR annual reports.
 * Excludes Facebook and Twitter.

For more information on GC advertising practices and spending, you may consult the GC advertising annual reports at <http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html>.

A.4. DETAILED SERVICES REQUIRED

A.4.1 CAMPAIGN-SPECIFIC SERVICES

Campaign-specific Services will be required on an as requested basis.

Requirements have been grouped into the following three (3) sub-categories of services.

- Ad Server Services
- DMP Services
- DSP Services

To avoid repetition, the following requirements apply to all Campaign-specific Services:

- Ensuring the timely delivery of services to GC institutions, in coordination with the AOR, through the Program Authority.
- Ensuring that all required authorizations (see section 2. Reporting Structure) have been received prior to initiating any work and coordinating execution with the AOR. Costs incurred prior to receiving the required authorizations could result in the inability by the GC to pay for work completed without the required authorizations.
- Ensuring close working relationships and effective communication with team members, other ATP teams and the AOR, to ensure seamless execution of GC requirements and optimal efficiency, based on the objectives set out in WAs and related media plans.
- Working with team members and other ATP teams to optimize the integration of ATP services and technologies, develop and implement systems and processes based on the needs of the GC, and ensure that agreed upon processes are followed.

The following requirements apply specifically to each category of Campaign-specific Services:

A.4.1.1 Ad Server Services

The resource in charge of the ad server account management and coordination is responsible for:

- Providing the necessary systems and resources to centralize trafficking and tracking of delivery of all GC digital advertising creative, across all sites and platforms. The ad server must have the following capabilities:
 - Support all ad formats including, but not limited to, standard ads, rich media, video ads (VAST, VPAID), mobile, HTML5 and rising stars (ad formats as defined in industry guidelines and standards from the Interactive Advertising Bureau of Canada).
 - Integrate with any publisher site or platform including, but not limited to, HTTPS sites, flash sites and mobile sites.
 - Enable the integration of the Digital Advertising Alliance of Canada's AdChoice icon related to the advertising industry's self-regulatory program for online behavioral advertising, as required.
 - Enable seamless campaign starts and stops and centralized creative updates, support for dynamic creative, API-driven ads (Application Programming Interface), sequential ad serving, geo-targeting and integration of DMP audience segments.
 - Track various elements of creative including, but not limited to, text links and buttons.
 - Enable custom reports including, but not limited to, comparison of performance between different sites, locations, times of day and days of week, and support integration for multiple and customizable attribution models – Note: Generic templates will be defined with the Program Authority, in collaboration with the AOR.
 - Integrate verification systems or various measurement tools – The purpose could be, but is not be limited to, audit delivery, geo-targeting, viewability and impression fraud, brand safety and de-identification of IP addresses.

A.4.1.2. Data Management Platform (DMP) Services

The resource in charge of the DMP account management and coordination is responsible for:

- Providing the necessary systems and resources to centralize the collection, storage and management of all data from GC digital advertising activities, and facilitate access by the AOR, other planning agencies with existing contracts, GC institutions and the Program Authority, based on various reporting purposes and needs. The DMP must provide the following capabilities – Note: Detailed requirements will be defined with the Program Authority, in collaboration with the AOR:
 - Store and manage data from all GC digital advertising activities and other related data. Any data collected and stored must remain in Canada and reside on computing infrastructure located in Canada. Additionally, the data must only be accessible within Canada and by authorized users, in accordance with the Contract.

- Connect to different systems and platforms used in the delivery of GC digital advertising activities, to integrate related data and centralize reporting.
- Receive and process data from different systems and platforms into uniform and usable formats. This could include, but is not limited to, the ad server managed by the ATP, search platforms, social media platforms and GC institutions site analytics.
- Create multiple profiles for various reporting purposes (e.g. ad delivery, performance, targeting) and user requirements (e.g. AOR, other planning agencies with existing contracts, GC institutions, Program Authority), enable custom reporting based on user-tailored parameters.
- Create and manage audience segments based on data received from GC institutions site analytics, and other outside data received.
- Connect to the DSP managed by the ATP, to enable ad delivery and tracking to target audience segments.

A.4.1.3. Demand Side Platform (DSP) Services

The resource in charge of DSP account management and coordination is responsible for:

- Providing the necessary systems and resources to enable the AOR's ATD to execute programmatic media buys, including RTB, across all ad exchanges or other programmatic trading platforms. The DSP(s) must have the following capabilities:
 - Enable automated bidding and buying of advertising inventory targeting select audiences in real-time, based on instructions and objectives set out in WAs and related media plans.
 - Link with the ATP's DMP to enable targeting to select audience segments.
 - Link with the ATP's ad server to enable centralized trafficking, tracking and reporting.
 - Integrate third party data and other technologies to ensure appropriate environmental controls and optimal efficiencies for GC digital advertising activities. This includes, but is not limited to, brand safety and impression fraud prevention – Note: Ensuring brand safety and impression fraud prevention are mandatory requirements for all GC digital advertising activities.

A.4.2. CORPORATE SERVICES

Corporate Services will be required on an ongoing basis.

Requirements have been grouped into the following four (4) sub-categories of services.

- Account Management and Coordination
- Systems and Processes
- Corporate Reporting
- Training

A.4.2.1. Account Management and Coordination

- Ensuring the timely delivery of ATP services and providing or coordinating the delivery of Corporate Services to the Program Authority.
- Ensuring timely communication with the Program Authority through regular meetings, contact reports and email, identifying key operational issues, providing

advice and recommendations, and reporting on a regular basis on ATP activities and budget control.

- Leading integrated ATP services, ensuring seamless processes, streamlined management and coordination, and optimal efficiencies through centralized controls.
- Working with the Program Authority and ATP teams (within Ad Server Services, DMP Services, DSP Services), to ensure appropriate processes are developed, tailored to the needs of the GC, and ensuring that agreed upon processes are followed, reviewing performance periodically and providing follow-up action plans.
- Ensuring strong relationships and effective communication with and between all ATP teams, organizing regular meetings to discuss activity status, issues and challenges, and providing or coordinating follow-up action plans.
- Ensuring that all required authorizations have been received prior to any work being initiated by ATP teams (see section A.2 Reporting Structure).
- Ensuring that appropriate resources are in place within ATP teams, taking into account periods of high activity, special requirements or circumstances, urgent requests requiring same day turn-around or short lead time to cancel or postpone, and providing timely notice to the Program Authority of any changes or issues affecting ATP teams or operational efficiency. This includes ensuring that substitution of key personnel is approved by the Program Authority and that services can be provided in English and French, as required.
- Taking part in meetings or briefings facilitated by the Program Authority to stay on top of GC advertising issues and challenges, and attending events with the Program Authority organized by lead industry associations, addressing key trends and issues, facilitating networking to discuss related challenges and opportunities that could benefit the GC.
- Ensuring strong relationships and effective communication with the AOR. Taking part in meetings or briefings to discuss technology challenges or provide advice on systems and processes to ensure seamless coordination and execution of GC digital advertising media buys. This could also involve other ATP team members.
- Organizing or taking part in meetings with media suppliers, on behalf of the GC, to discuss topics such as systems' integration, and reporting to the Program Authority.
- **ATP performance indicators:** Working in collaboration with the Program Authority to develop and update key performance indicators to ensure ATP services always meet the needs of the GC.

A.4.2.2. Systems and Processes

- Working collaboratively with the Program Authority, implementing and managing integrated systems and processes, based on the needs of the GC, in compliance with GC acts, policies, procedures and standards, and consistent with industry standards and best practices.
- Ensuring most effective tracking of all GC digital advertising activities – This could involve, but is not be limited to, implementing appropriate systems and processes for tagging, establishing key performance indicators, audience segments from GC institutions' site analytics, and privacy guidelines supported by GC acts, policies, guidelines and standards.

- Reviewing other advertising technologies used in the delivery of GC digital advertising activities and implementing systems and processes to link these systems and integrate data, as required (e.g. media buying and billing, SEM, social media (paid), YouTube).
- Facilitating and coordinating the integration of other systems and services for verification, measurement or other purposes (e.g. audit delivery, geo-targeting, viewability and impression fraud, brand safety, link to GC institutions website analytics).
- Establishing reporting systems and processes for GC digital advertising activities, developing dashboards for different reporting purposes (e.g. ad delivery, performance, targeting) and user requirements (AOR, GC institutions, Program Authority), and creating and managing user profiles and access levels, in coordination with the Program Authority.
- **ATP user manual:** Developing and maintaining a user manual, in English and French, providing relevant information on the different ATP systems and processes. This could include, but is not be limited to, estimated timelines (e.g. programming, tagging) and how to use the DMP (e.g. login, access levels, navigation, metrics, definitions).

A.4.2.3. Corporate Reporting

Coordination and delivery of the following reports – The table below provides summary descriptions of reporting requirements. The format of each report and specific details to be included will be agreed upon with the Program Authority and may evolve over the course of the Contract:

Frequency	Report title	Report description
Annually	Fiscal year closing	Final account statement after all invoices have been reconciled, including, but not limited to, cost breakdown by category of services. This report must be accompanied by a final report on Technology services costs (see below).
Monthly	Payables and receivables	Breakdown of payables (as applicable) and receivables (from GC institutions) by category of services, with any accounts in arrears clearly identified.
Monthly	Technology systems status	Detailed breakdown of costs to-date by category of services, including, but not limited to, estimated and actual costs and volume by GC institution, by campaign. A final report for each fiscal year is also required when closing the fiscal years (see above).
Weekly	Activity status	Status update on all ongoing GC digital advertising activities by category of services, including any relevant information (e.g. status, issues, relevant comments/notes).
Upon request	Other reports	Custom reports (e.g. costs or volume for select creative, ad formats, GC institution), to assist the GC in responding to various inquiries or requests for information.

A.4.2.4. Training

- **Video tutorials:** Developing a series of video tutorials on how to use the DMP. These videos will be shared internally and posted on government web sites to provide basic user training.
- **One full day training annually:** Developing and providing training to GC institutions and other marketing partners, in person, in Ottawa, in English and French, as required, on ATP systems and processes. Content will be developed collaboratively with the Program Authority who will coordinate logistics and booking of facilities. Training may be split over several days and sessions, and may take place partially or completely online, for a total time commitment not to exceed one full day each year. Should additional training be required beyond these provisions, requirements will be fulfilled and authorized under Other Related Services, section A.4.3.2 Training.

A.4.3. OTHER RELATED SERVICES

Other Related Services will be required on an as requested basis. Requirements have been grouped into the following three (3) sub-categories of services:

- Systems and Data Integration
- Training
- ATP Help Desk

A.4.3.1. Systems and Data Integration

- Reviewing external systems and platforms used in the delivery of GC digital advertising activities and working with ATP teams to develop and implement APIs or other solutions to connect these technologies to ATP systems.
- Working with the Program Authority, GC institutions and external suppliers to implement tags to enable additional tracking and verification for GC digital advertising activities.
- Typical systems and data integration may include, but are not be limited to:
 - Implementing a newly available tag-based measurement tool and integrating this tool in the reporting structure.
 - Integrating a new social media API in the reporting structure following new media placement requirements.
 - Implementing solutions to enable the capacity for dynamic creative to be displayed sequentially based on user visits to target sites.

A.4.3.2. Training

- Developing and providing training in English and French, as required, to GC institutions and other marketing partners, on various topics such as, ATP systems and processes and new industry developments, trends and practices. This could entail, but may not be limited to:
 - Traveling to training location and facilities.
 - Ensuring that qualified resources are applied to provide the training.
 - Developing training material.

Note: Training facilities and logistics will be coordinated by the Program Authority. These services will be called upon if training is required beyond the provisions included under A.4.2 Corporate Services, section A.4.2.4 Training.

A.4.3.3. ATP Help Desk

- Providing user support to GC institutions over the telephone and through email, in English and French, as required, on topics such as, ATP systems implementation or integration (e.g. ad server, DMP). This could entail, but may not be limited to:
 - Providing assistance and guidance to facilitate and support the implementation of ATP systems and processes.
 - Communicating with the various ATP teams to address questions and issues.
 - Providing support to help resolve issues.
 - Documenting issues and outcomes.
 - Reporting to the Program Authority.

A.5. ACTS, POLICIES, PROCEDURES AND STANDARDS

A.5.1. Government of Canada

All GC advertising must be implemented in compliance with the GC Communications Policy and the following related acts, policies, procedures and standards:

- Communications Policy of the Government of Canada:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>
- *Official Languages Act* (sections 7, 11, 12, 13, 30 and 41):
<http://laws-lois.justice.gc.ca/eng/acts/O-3.01/index.html>
- *Multiculturalism Act*:
<http://laws-lois.justice.gc.ca/eng/acts/c-18.7/>
- *Privacy Act*:
<http://laws-lois.justice.gc.ca/eng/acts/P-21/index.html>
- *Canada Elections Act*:
<http://laws.justice.gc.ca/eng/acts/E-2.01/>
- Federal Identity Program Policy (section 5(6) and appendix A, sub-sections 3.2, 3.3):
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>
- Contracting Policy:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>
- Common Services Policy:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12025§ion=text>
- Standard on Privacy and Web Analytics:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=26761>
- Standard on Web Accessibility:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601§ion=text>

GC institutions must determine their obligations under sections 11 and 30 of the *Official Languages Act* to address the needs, concerns and language preferences of Canadians in their media strategies and plans for GC advertising activities, and provide guidance as required for media planning purposes.

The ATP must maintain financial records in support of GC institutions' responsibilities under the *Financial Administration Act*, as well as provide information in support of GC institutions' responsibilities under the *Access to Information Act*. For more details, these can be found at:

- *Financial Administration Act:*
<http://laws-lois.justice.gc.ca/eng/acts/F-11/page-1.html>
- *Access to Information Act:*
<http://laws-lois.justice.gc.ca/eng/acts/A-1/index.html>

Additionally, the ATP is responsible for ensuring compliance with relevant legislation of all Canadian jurisdictions where GC advertising activities will take place (e.g. provincial laws).

The ATP must provide all required services and deliverables in electronic formats compatible with software and applications used by the GC, which include, but may not be limited to:

- MS Word 2007
- MS Excel 2007
- MS PowerPoint 2007
- MS Windows Media Player 7
- Adobe Acrobat Reader X

Should software and application requirements evolve over the course of the Contract, the ATP must be able to adapt and provide electronic formats compatible with any new or upgraded software and applications.

A.5.2. Advertising Industry

ATP services, systems and processes must be implemented in manners consistent with industry standards and best practices over the course of the mandate. The ATP must advise the Program Authority of any new or emerging developments, practices, trends or issues, which could impact GC advertising activities, and provide advice and recommendations on any required changes.

A.6. AUDIT AND EVALUATION

A.6.1. Measurement and Reporting

A third party evaluation process will be initiated by the Program Authority approximately twelve (12) months after the Contract has been awarded. The purpose will be to review ATP reports and the methodology it uses to track and measure campaign performance to ensure optimal efficiency, effectiveness and return on investment.

A.6.2. Service Delivery and Performance

An evaluation process will be established by the Program Authority in collaboration with the ATP, to monitor service delivery and performance annually. The purpose will be to ensure that services always meet the needs of the GC, by establishing a mechanism for ongoing communication and feedback, to identify opportunities for improvement and to enhance performance over the course of the mandate. This process will also seek to identify barriers to optimal performance.

A.6.3. Financial and Contractual

Financial and contractual audits and evaluations may be initiated at any time without prior notice. These could be initiated by the Contracting Authority, the Program Authority or GC institutions. Their purpose is generally to examine ATP financial records to determine if they are accurate and complete. It could also be to examine specific WAs to determine if the ATP has adhered to all related terms and conditions. The following outlines the most common requirements:

- Random selection of WAs for quality control.

Solicitation No. - N° de l'invitation
EP361-150005/A
Client Ref. No. - N° de réf. du client
EP361-150005

Amd. No. - N° de la modif.
File No. - N° du dossier
CZ020.EP361-150005

Buyer ID - Id de l'acheteur
CZ020
CCC No./N° CCC - FMS No./N° VME

- Internal audits initiated by GC institutions related to their campaigns; in that case, the ATP would typically be required to provide copies of financial records and reports for select campaigns.

Access to information requests received by GC institutions will require the ATP to review and provide information in accordance with the Access to Information Act and the Privacy Act. These requests usually arise without prior notice and require timely responses. This would typically require reviewing copies of WAs to ensure all business confidential information is removed.

ANNEX "B"
BASIS OF PAYMENT AND FINANCIAL EVALUATION

B.1. NOTE TO BIDDER:

Bidders are requested to submit rates and fees specified below for all the periods.

- Firm, all inclusive, cost-per-thousand (CPM) and cost-per-click (CPC) rates for the Ad Server and DMP Services;
- Firm, all inclusive, fixed fee by media platform for DMP Services;
- Firm, all inclusive, fixed percentage fee based on volume, calculated on the net media value of placements for DSP Services;
- Firm, all inclusive, fixed monthly fee for Corporate Services;
- Fixed one-time fee for DMP first set up and maintenance throughout the contract;
and
- Firm, all inclusive, hourly rates for Other Related Services.

All rates and fees provided under B.1. will be evaluated under B.2. Financial Evaluation.

The Contractor will be paid in accordance with the following Basis of Payment for work performed pursuant to the resulting Contract.

The names of resources which will be identified in the resulting contract must meet the minimum requirements for the category of service for which they are being proposed, as described in Annex "C" - Technical Evaluation Criteria.

The Contractor must include all charges in their hourly rates or fees as no other agency fee or commission will be payable above these rates.

Canada will not accept any travel and living expenses incurred by any contractor as a consequence of any relocation required to satisfy the terms of any resulting contract.

The rates are in Canadian currency, Customs and duties are included, and Applicable Taxes are extra, if applicable.

All deliverables are F.O.B. Destination, and Canadian Customs Duty included, where applicable.

All prices and amounts of money in the Contract are exclusive of Applicable Taxes unless otherwise indicated. The Applicable Taxes, whichever is applicable, is extra to the price herein and will be paid by Canada. Applicable Taxes, to the extent applicable, will be incorporated into all invoices and progress claims and shown as a separate item on invoices and progress claims. All items that are zero-rated, exempt or to which the Applicable taxes does not apply, are to be identified as such on all invoices. The Contractor agrees to remit to Canada Customs and Revenue Agency any amounts of Applicable Taxes paid or due.

B.1.1 CAMPAIGN-SPECIFIC SERVICES

To provide all services, as and when requested, as described in section A.4.1 "Campaign-specific Services" of Annex "A" - Statement of Work.

B.1.1.1. AD SERVER SERVICES AND DATA MANAGEMENT PLATFORM (DMP) SERVICES

Category of Service	NAME OF RESOURCE(S)
Ad Server (Account Management and Coordination)	To be identified at contract award based on evaluation of personnel
DMP (Account Management and Coordination)	To be identified at contract award based on evaluation of personnel

Firm, all inclusive, Cost-Per-Thousand (CPM) and Cost-Per-Click (CPC) rates for trafficking, tracking, campaign reporting set up (see [Note 1](#) below) and maintenance throughout the campaign based on actual impressions and clicks delivered by the ad server, file size (if hosted) and volume, for creative hosted and not hosted (refer B.1.1.1.1 and B.1.1.1.2 below for more details).

The ATP will be reimbursed at cost, with no ATP fees applicable, for data acquisition and integration, based on CPM rates for impressions delivered by the ad server. This may include, but is not limited to, site profile data for brand safety and user profile data for targeting (e.g. contextual, behavioral).

Note 1: Includes any tailoring that may be required to meet specific campaign tracking and reporting requirements.

B.1.1.1.1 – Creative Hosted by the Ad Server

Tracking Clicks and Impressions (CPM rates)			
Cost for annual volume up to 700 million impressions or 2 million clicks:			
File Size	Initial 3-year period	1 st option period	2 nd option period
Up to 40 KB	_____ CPM	_____ CPM	_____ CPM
41 KB up to 150 KB	_____ CPM	_____ CPM	_____ CPM
151 KB up to 4.4 MB	_____ CPM	_____ CPM	_____ CPM
Cost for annual volume over 700 million impressions or 2 million clicks:			
Up to 40 KB	_____ CPM	_____ CPM	_____ CPM
41 KB up to 150 KB	_____ CPM	_____ CPM	_____ CPM
151 KB up to 4.4 MB	_____ CPM	_____ CPM	_____ CPM

Tracking Clicks, Impressions and Mid-metrics (CPM rates)			
Cost for annual volume up to 700 million impressions or 2 million clicks:			
File Size	Initial 3-year period	1 st option period	2 nd option period
Up to 40 KB	n/a	n/a	n/a
41 KB up to 150 KB	_____ CPM	_____ CPM	_____ CPM
151 KB up to 4.4 MB	_____ CPM	_____ CPM	_____ CPM
Cost for annual volume over 700 million impressions or 2 million clicks:			
Up to 40 KB	n/a	n/a	n/a
41 KB up to 150 KB	_____ CPM	_____ CPM	_____ CPM
151 KB up to 4.4 MB	_____ CPM	_____ CPM	_____ CPM

B.1.1.1.2 – Creative Not Hosted by the Ad Server (Only Applies to Placements that Don't Allow Third Party Ad Serving)

This may include, but is not limited to, certain placements on social media sites, content integration, wallpapers and certain videos ads.

Tracking Clicks (CPC rates)			
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:			
	Initial 3-year period	1st option period	2nd option period
CPC	_____ CPC	_____ CPC	_____ CPC
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:			
CPC	_____ CPC	_____ CPC	_____ CPC

Tracking Clicks and Impressions (CPM rates)			
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:			
	Initial 3-year period	1st option period	2nd option period
CPM	_____ CPM	_____ CPM	_____ CPM
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:			
CPM	_____ CPM	_____ CPM	_____ CPM

B.1.1.1.3 – Campaign reporting set-up and maintenance for data integration from external media platforms

Firm, all inclusive, fixed fee by media platform for campaign reporting set up (see [Note 1](#) below) and maintenance throughout the campaign including, but not limited to, SEM, Facebook, Twitter, LinkedIn and YouTube. This requires that APIs or other programming solutions be previously implemented through Corporate Services and Other Related Services to enable data integration for each platform (refer to sections B.1.2. Corporate Services and B.1.3 Other related Services below for more details).

	Initial 3-year period	1st option period	2nd option period
Firm, all inclusive, fixed fee per media platform	\$ _____	\$ _____	\$ _____

B.1.1.2 DSP SERVICES

Category of Service	NAME OF RESOURCE(S)
DSP (Account Management and Coordination)	To be identified at contract award based on evaluation of personnel

Firm, all inclusive, fixed percentage fee based on volume, calculated on the net media value of placements.

Annual volume net media up to 1 million			Annual volume net media over 1 million		
Initial 3-year period	1 st option period	2 nd option period	Initial 3-year period	1 st option period	2 nd option period
_____ %	_____ %	_____ %	_____ %	_____ %	_____ %

B.1.2. CORPORATE SERVICES

Category of Service	NAME OF RESOURCE(S)
Account Management and Coordination	To be identified at contract award based on evaluation of personnel

To provide all services described in section A.4.2 "Corporate Services" of Annex "A" - Statement of Work.

Firm, all inclusive, fixed monthly fee for Corporate Services.
 Firm, all inclusive, fixed one-time fee for DMP first set-up (see Note 2) and maintenance (see Note 3) throughout the contract.

The cost for DMP first set up and maintenance must be broken down on a separate line.

Note 2: Includes generic set up development and implementation for tracking and reporting including, but not limited to, tagging, dashboards and user profiles, and the integration of APIs or other programming solution to enable data integration for SEM, Facebook, Twitter, LinkedIn and YouTube. This will entail several accounts. Each GC institution has its own social media and YouTube accounts and all advertising is managed by the AOR on their behalf, as instructed in media plans approved by the institutions.

Note 3: Includes maintenance at all times, when campaigns are no longer online.

B.1.2.1 MONTHLY FEES

	Initial 3-year period	1 st option period	2 nd option period
Firm, all inclusive, monthly fixed fee for Corporate Services	\$ _____	\$ _____	\$ _____

B.1.2.2 FIXED ONE-TIME FEE FOR DMP FIRST SET UP AND MAINTENANCE THROUGHOUT THE CONTRACT

Firm, all inclusive, fixed one-time fee for DMP first set-up and maintenance throughout the contract	\$ _____
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B.1.3 OTHER RELATED SERVICES

To provide all of the services, as and when requested, as described in section A.4.3 Other Related Services, of the Statement of Work, Annex A.

Firm, all-inclusive, fixed hourly rates for each category of services (Systems and Data Integration, Training and ATP Help Desk)

The firm hourly rates are all inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting Applicable Taxes. All expenses normally incurred in providing the services (i.e., project office space [including Contractor's hardware and software], word processing, reports, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rate identified hereunder, and will not be permitted as direct charges under any Call-up against a Standing Offer. **The Contractor is not permitted to charge hourly rates to prepare work estimates.**

Category of Service	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE 1 st OPTION PERIOD	HOURLY RATE 2 nd OPTION PERIOD
Systems and Data Integration	\$ _____	\$ _____	\$ _____
Training	\$ _____	\$ _____	\$ _____
ATP Help Desk	\$ _____	\$ _____	\$ _____

B.1.3.1 SUBCONTRACTED SERVICES

The Contractor will be reimbursed at cost for any actual expenditures, reasonably and properly incurred to acquire goods and services from third parties at the suppliers price, net of any trade or prompt payment discounts.

For each subcontracted service over \$25,000.00 (Applicable taxes included), during the life of the contract, the Contractor will obtain competitive bids from no less than three outside suppliers. Each option period will be calculated individually. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

B.1.3.2 DIRECT EXPENSES

The Contractor will be reimbursed for expenses not covered in the firm fees, in certain cases and at the sole discretion of Canada, where services outside of normal overhead expenses are required to complete the Work, such expenses may be allowable as direct expenses so long as the service(s) is/are documented upon approval of the WA. These expenses will be reimbursed net of any discounts, with no mark-up, provided the costs are approved in advance by the Project Authority and Contracting Authority and they are reasonably and properly incurred in carrying out advertising services.

B.1.3.3 TRAVEL AND LIVING EXPENSES

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the [National Joint Council Travel Directive](http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php) (<http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>), and with the other

provisions of the directive referring to "travelers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority.
All payments are subject to government audit.

B.2 FINANCIAL EVALUATION

The following steps will be followed for the Financial Evaluation using the rates or fees provided in B.1 of the Annex B – Basis of Payment and Financial Evaluation:

- B.2.1 CAMPAIGN-SPECIFIC SERVICES**
- B.2.2 CORPORATE SERVICES**
- B.2.3 OTHER RELATED SERVICES**
- B.2.4 TOTAL WEIGHTED FINANCIAL SCORE**

The entire Financial Evaluation is worth 30% of the total proposal final score. The allotment per step above will be as follows:

POINTS ALLOTTED TABLE:

Steps of Financial Evaluation	Weighting	Points Allotted (for calculation purposes)
B.2.1.1 AD SERVER AND DMP SERVICES	40%	12
B.2.1.2 DSP SERVICES	30%	9
B.2.2 CORPORATE SERVICES	15%	4.5
B.2.3 OTHER RELATED SERVICES	15%	4.5
TOTAL	100%	30

B.2.1 CAMPAIGN-SPECIFIC SERVICES

B.2.1.1 AD SERVER SERVICES AND DMP SERVICES

Step 1: An average rate will be calculated for each rate required using the rates submitted for each period of the contract (initial 3-year period, first option and second option) in B.1.1.1.1, B.1.1.1.2 and B.1.1.1.3 The initial period will be multiplied by 3.

Example of Step 1:

BIDDER A

Creative Hosted by the Ad Server (B.1.1.1.1)

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	\$0.50	\$0.50	\$0.50	\$0.50
41 KB up to 150 KB	\$1.00	\$1.00	\$1.00	\$1.00
151 KB up to 4.4 MB	\$2.00	\$2.00	\$2.00	\$2.00
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	\$0.40	0.40	0.40	0.40
41 KB up to 150 KB	\$0.90	\$0.90	\$0.90	\$0.90
151 KB up to 4.4 MB	\$1.90	\$1.90	\$1.90	\$1.90

Tracking Clicks, Impressions and Mid-metrics (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.50	\$1.50	\$1.50	\$1.50
151 KB up to 4.4 MB	\$2.50	\$2.50	\$2.50	\$2.50
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.40	\$1.40	\$1.40	\$1.40
151 KB up to 4.4 MB	\$2.40	\$2.40	\$2.40	\$2.40

Creative Not Hosted by the Ad Server (B.1.1.1.2)

Only Applies to Placements that Don't Allow Third Party Ad Serving

Tracking Clicks (CPC rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPC	\$0.15	\$0.15	\$0.15	\$0.15
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPC	\$0.10	\$0.10	\$0.10	\$0.10

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1st option period	2nd option period	Average
CPM	\$0.20	\$0.20	\$0.20	\$0.20
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPM	\$0.15	\$0.15	\$0.15	\$0.15

Campaign reporting set-up and maintenance for data integration from external media platforms (B.1.1.1.3)

	Initial 3-year period	1st option period	2nd option period	Average
Firm, all inclusive, monthly fee by media platform	\$100.00	\$75.00	\$75.00	\$90.00

BIDDER B

Creative Hosted by the Ad Server (B.1.1.1.1)

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1st option period	2nd option period	Average
Up to 40 KB	\$0.45	\$0.55	\$0.65	\$0.51
41 KB up to 150 KB	\$0.75	\$0.80	\$0.85	\$0.78
151 KB up to 4.4 MB	\$1.50	\$1.75	\$1.75	\$1.60
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	\$0.40	\$0.50	\$0.60	\$0.46
41 KB up to 150 KB	\$0.70	\$0.75	\$0.80	\$0.73
151 KB up to 4.4 MB	\$1.40	\$1.50	\$1.60	\$1.46

Tracking Clicks, Impressions and Mid-metrics (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.00	\$1.25	\$1.50	\$1.15
151 KB up to 4.4 MB	\$2.00	\$2.25	\$2.50	\$2.15
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$0.95	\$1.00	\$1.05	\$0.98
151 KB up to 4.4 MB	\$1.95	\$2.00	\$2.05	\$1.98

Creative Not Hosted by the Ad Server (B.1.1.1.2)

Tracking Clicks (CPC rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPC	\$0.12	\$0.14	\$0.16	\$0.13
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPC	\$0.10	\$0.11	\$0.12	\$0.11

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPM	\$0.15	\$0.16	\$0.17	\$0.16
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPM	\$0.12	\$0.13	\$0.14	\$0.13

Campaign reporting set-up and maintenance for data integration from external media platforms (B.1.1.1.3)

	Initial 3-year period	1 st option period	2 nd option period	Average
Firm, all inclusive, monthly fee by media platform	\$90.00	\$100.00	\$110.00	\$96.00

BIDDER C

Creative Hosted by the Ad Server (B.1.1.1.1)

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	\$1.00	\$1.25	\$1.50	\$1.15
41 KB up to 150 KB	\$1.25	\$1.50	\$1.75	\$1.40
151 KB up to 4.4 MB	\$2.25	\$2.50	\$2.75	\$2.40
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	\$0.90	\$0.95	\$0.95	\$0.92
41 KB up to 150 KB	\$1.00	\$1.10	\$1.20	\$1.06
151 KB up to 4.4 MB	\$2.00	\$2.25	\$2.50	\$2.15

Tracking Clicks, Impressions and Mid-metrics (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$2.00	\$2.10	\$2.50	\$2.12
151 KB up to 4.4 MB	\$3.00	\$3.25	\$3.50	\$3.15
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.50	\$2.00	\$2.50	\$1.80
151 KB up to 4.4 MB	\$2.75	\$3.00	\$3.25	\$2.90

Creative Not Hosted by the Ad Server (B.1.1.1.2)

Tracking Clicks (CPC rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPC	\$0.25	\$0.25	\$0.25	\$0.25
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPC	\$0.20	\$0.20	\$0.20	\$0.20

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPM	\$0.15	\$0.17	\$0.19	\$0.16
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPM	\$0.13	\$0.15	\$0.17	\$0.14

Campaign reporting set-up and maintenance for data integration from external media platforms (B.1.1.1.3)

	Initial 3-year period	1 st option period	2 nd option period	Average
Firm, all inclusive, monthly fee by media platform	\$150.00	\$200.00	\$200.00	\$170.00

BIDDER D

Creative Hosted by the Ad Server (B.1.1.1.1)

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	\$0.25	\$0.27	\$0.29	\$0.26
41 KB up to 150 KB	\$0.35	\$0.40	\$0.45	\$0.38
151 KB up to 4.4 MB	\$1.00	\$1.00	\$1.15	\$1.03
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	\$0.20	\$0.20	\$0.20	\$0.20
41 KB up to 150 KB	\$0.35	\$0.37	\$0.39	\$0.36
151 KB up to 4.4 MB	\$0.75	\$1.00	\$1.00	\$0.85

Tracking Clicks, Impressions and Mid-metrics (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
File Size	Initial 3-year period	1 st option period	2 nd option period	Average
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.00	\$1.05	\$1.10	\$1.03
151 KB up to 4.4 MB	\$2.00	\$2.10	\$2.20	\$2.06
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
Up to 40 KB	n/a	n/a	n/a	n/a
41 KB up to 150 KB	\$1.00	\$1.00	\$1.00	\$1.00
151 KB up to 4.4 MB	\$2.00	\$2.00	\$2.00	\$2.00

Creative Not Hosted by the Ad Server (B.1.1.1.2)

Tracking Clicks (CPC rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPC	\$0.10	\$0.15	\$0.20	\$0.13
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPC	\$0.10	\$0.12	\$0.14	\$0.11

Tracking Clicks and Impressions (CPM rates)				
Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks:				
	Initial 3-year period	1 st option period	2 nd option period	Average
CPM	\$0.10	\$0.15	\$0.20	\$0.13
Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:				
CPM	\$0.10	\$0.12	\$0.14	\$0.11

Campaign reporting set-up and maintenance for data integration from external media platforms (B.1.1.1.3)

	Initial 3-year period	1 st option period	2 nd option period	Average
Firm, all inclusive, monthly fee by media platform	\$80.00	\$85.00	\$90.00	\$83.00

Step 2:

The weighted Financial Score will be determined per rates or fees.
 The 12 points allotted for Ad server and DMP Services was divided in two sections has follows:

- 5 points for Cost for annual volume up to 700 million impressions or 2 million clicks for both Creative hosted by the Ad Server and Creative not hosted for the ad server and for the Campaign reporting set-up and maintenance for data integration from external media platforms ; and
- 7 points for Cost for annual volume over 700 million impressions or 2 million clicks for both Creative hosted by the Ad Server and Creative not hosted for the ad server

Step 3:

The 5 points available for, the Cost for annual volume up to 700 million impressions or 2 million clicks for both Creative hosted by the Ad Server and Creative not hosted for the ad server and for the Campaign reporting set-up and maintenance for data integration from external media platforms, will be divided by the number of rates and fee in that section which is 8.

The multiplier for this calculation is 0.625

Example of Step 3:

Lowest Average Rate or fee X 0.625 = Weighted Financial Score per rates or fees
 Bidder's average Rate or fee

CREATIVE HOSTED BY THE AD SERVER (B.1.1.1.1)

Cost for annual volume <u>up to</u> 700 million impressions or 2 million clicks					
Up to 40 KB	Tracking Clicks and Impressions CPM Average rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$0.50	0.325	n/a	n/a	0.325
Bidder B	\$0.51	0.319	n/a	n/a	0.319
Bidder C	\$1.15	0.141	n/a	n/a	0.141
Bidder D	\$0.26	0.625	n/a	n/a	0.625
41 KB up to 150 KB	Tracking Clicks and Impressions CPM Average rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$1.00	0.238	\$1.50	0.429	0.667
Bidder B	\$0.78	0.304	\$1.15	0.56	0.864
Bidder C	\$1.40	0.17	\$2.12	0.304	0.474
Bidder D	\$0.38	0.625	\$1.03	0.625	1.25

151 KB up to 4.4 MB	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$2.00	0.322	\$2.50	0.515	0.837
Bidder B	\$1.60	0.402	\$2.15	0.599	1.001
Bidder C	\$2.40	0.268	\$3.15	0.409	0.677
Bidder D	\$1.03	0.625	\$2.06	0.625	1.25

CREATIVE NOT HOSTED BY THE AD SERVER (B.1.1.1.2)

Cost for annual volume up to 700 million impressions or 2 million clicks:					
BIDDERS	Tracking Clicks CPC Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$0.15	0.542	\$0.20	0.406	0.948
Bidder B	\$0.13	0.625	\$0.16	0.508	1.133
Bidder C	\$0.25	0.325	\$0.16	0.508	0.833
Bidder D	\$0.13	0.625	\$0.13	0.625	1.25

CAMPAIGN REPORTING SET-UP AND MAINTENANCE FOR DATA INTEGRATION FROM EXTERNAL MEDIA PLATFORMS (B.1.1.1.3)

Firm, all inclusive, fixed fee by media platform for campaign reporting set up and maintenance throughout the campaign for SEM, Facebook, Twitter, LinkedIn and YouTube.		
BIDDERS	\$ PER MEDIA PLATFORM AVERAGE FEE	WEIGHTED FINANCIAL SCORE
BIDDER A	\$90.00	0.576
BIDDER B	\$96.00	0.540
BIDDER C	\$170.00	0.305
BIDDER D	\$83.00	0.625

Step 4:

The 7 points available for, the Cost for annual volume up to 700 million impressions or 2 million clicks for both Creative hosted by the Ad Server and Creative not hosted for the ad server and for the Campaign reporting set-up and maintenance for data integration from external media platforms, will be divided by the number of rates and fee in that section which is 7.

The multiplier for this calculation is 1

Example of Step 4:

Lowest Average Rate or fee X 1 = Weighted Financial Score per rates or fee
 Bidder's average Rate or fee

CREATIVE HOSTED BY THE AD SERVER (B.1.1.1.1)

Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks					
Up to 40 KB	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average Rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$0.40	0.5	n/a	n/a	0.5
Bidder B	\$0.46	0.435	n/a	n/a	0.435
Bidder C	\$0.92	0.217	n/a	n/a	0.217
Bidder D	\$0.20	1	n/a	n/a	1
41 KB up to 150 KB	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average Rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$0.90	0.4	\$1.40	0.7	1.1
Bidder B	\$0.73	0.493	\$0.98	1	1.493
Bidder C	\$1.06	0.34	\$1.80	0.544	0.884
Bidder D	\$0.36	1	\$1.00	0.98	1.98
151 KB up to 4.4 MB	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks, Impressions and Mid-metrics CPM Average Rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$1.90	0.447	\$2.40	0.825	1.272
Bidder B	\$1.46	0.582	\$1.98	1	1.582
Bidder C	\$2.15	0.395	\$2.90	0.683	1.078
Bidder D	\$0.85	1	\$2.00	0.99	1.99

CREATIVE NOT HOSTED BY THE AD SERVER (B.1.1.1.2)

Cost for annual volume <u>over</u> 700 million impressions or 2 million clicks:					
BIDDERS	Tracking Clicks CPC Average Rate	WEIGHTED FINANCIAL SCORE	Tracking Clicks and Impressions CPM Average Rate	WEIGHTED FINANCIAL SCORE	TOTAL
Bidder A	\$0.10	1	\$0.15	0.733	1.733
Bidder B	\$0.11	0.91	\$0.13	0.846	1.756
Bidder C	\$0.20	0.5	\$0.14	0.786	1.286
Bidder D	\$0.11	0.91	\$0.11	1	1.91

Step 3: The total weighted Financial Score will be determined per Bidder by adding up the financial score of all the submitted rates and fees.

Bidders	Total weighted Financial Score (B.2.1.1 Ad server Services and DMP services)
BIDDER A	7.958
BIDDER B	9.123
BIDDER C	5.895
BIDDER D	11.88

B.2.1.2. DSP SERVICES

Step 1: An average percentage will be calculated for each annual volume of net media using the percentages submitted for each period of the contract (initial 3-year period, first option and second option) in B.1.1.2. The initial period will be multiplied by 3.

Examples of Step 1:

Bidder	Bidder submitted percentage Annual volume Net Media up to 1 million			Average percentage
	Initial 3-year period	1 st option period	2 nd option period	
BIDDER A	1.0%	1.1%	1.2%	1.06%
BIDDER B	2.0%	2.2%	2.2%	2.08%
BIDDER C	0.8%	0.9%	1.1%	0.88%
BIDDER D	1.5%	1.7%	1.8%	1.6%

Bidder	Bidder submitted percentage Annual volume Net Media over 1 million			Average percentage
	Initial 3-year period	1 st option period	2 nd option period	
BIDDER A	0.85%	0.95%	1.0%	0.9%
BIDDER B	2.2%	2.25%	2.25%	2.22%
BIDDER C	0.75%	0.75%	0.75%	0.75%
BIDDER D	1.5%	1.5%	1.75%	1.55%

Step 2:

The weighted Financial Score will be determined per average percentage of Annual Volume of Net Media. The 9 points allotted for DSP Services was divided between the two percentages has follows:

- 3.5 points for Annual volume Net Media up to 1 million ; and
- 5.5 points for Annual volume Net Media over 1 million.

Step 3:

For the Annual volume Net Media up to 1 million, the multiplier for this calculation is 3.5.
 For the Annual volume Net Media over 1 million, the multiplier for this calculation is 5.5.

Example of Step 3:

Lowest percentage Average Rate X 3.5 = Weighted Financial Score
 Bidder's average percentage

Bidder	Average percentage Annual volume Net Media up to 1 million	WEIGHTED FINANCIAL SCORE
BIDDER A	1.06%	2.906
BIDDER B	2.08%	1.481
BIDDER C	0.88%	3.5
BIDDER D	1.6%	1.925

Lowest percentage Average Rate X 5.5 = Weighted Financial Score
 Bidder's average percentage

Bidder	Average percentage Annual volume Net Media over 1 million	WEIGHTED FINANCIAL SCORE
BIDDER A	0.9%	4.583
BIDDER B	2.22%	1.858
BIDDER C	0.75%	5.5
BIDDER D	1.55%	2.661

Step 4: The Total Financial Score (for B.2.1.2 DSP Services) will be calculated by adding all of the weighted Financial Scores per average percentage.

Bidder	Average percentage Annual volume Net Media up to 1 million	Average percentage Annual volume Net Media over 1 million	TOTAL WEIGHTED FINANCIAL SCORE (B.2.1.2)
BIDDER A	2.906	4.583	7.489
BIDDER B	1.481	1.858	3.339
BIDDER C	3.5	5.5	9
BIDDER D	1.925	2.661	4.586

B.2.2 CORPORATE SERVICES

STEP 1: Bidders will have submitted all inclusive monthly fees as per B.1.2.1. and a fixe one-time fee for DMP first set-up and maintenance throughout the contract as per B.1.2.2.

Example of STEP 1:

B.2.2.1 MONTHLY FEES

Bidder	INITIAL 3-YEAR PERIOD	1 st OPTION PERIOD	2 nd OPTION PERIOD
BIDDER A	\$2,000.00	\$2,000.00	\$2,000.00
BIDDER B	\$5,000.00	\$7,500.00	\$10,000.00
BIDDER C	\$15,000.00	\$20,000.00	\$25,000.00
BIDDER D	\$50,000.00	\$25,000.00	\$25,000.00

B.2.2.2 FIXED ONE-TIME FEE FOR DMP FIRST SET UP AND MAINTENANCE THROUGHOUT THE CONTRACT

Firm, all inclusive, fixed one-time fee for DMP first set-up and maintenance throughout the contract Bidder A	\$ 5,000.00
Firm, all inclusive, fixed one-time fee for DMP first set-up and maintenance throughout the contract Bidder B	\$ 17,500.00
Firm, all inclusive, fixed one-time fee for DMP first set-up and maintenance throughout the contract Bidder C	\$ 50,000.00
Firm, all inclusive, fixed one-time fee for DMP first set-up and maintenance throughout the contract Bidder D	\$ 200,000.00

STEP 2: Proposed monthly fee provided, will be multiplied by 36 months (contract period of 3 years) and multiplied by 12 months for each option period. A total will then be calculated.

Example of STEP 2:

Bidder	PROPOSED MONTHLY FEE CONTRACT PERIOD x 36 MONTHS	PROPOSED MONTHLY FEE 1 st OPTION PERIOD x 12 MONTHS	PROPOSED MONTHLY FEE 2 nd OPTION PERIOD x 12 MONTHS	TOTAL
BIDDER A	\$72,000.00	\$24,000.00	\$24,000.00	\$120,000.00
BIDDER B	\$180,000.00	\$90,000.00	\$120,000.00	\$390,000.00
BIDDER C	\$540,000.00	\$240,000.00	\$300,000.00	\$1,080,000.00
BIDDER D	\$1,800,000.00	\$300,000.00	\$300,000.00	\$2,400,000.00

Step 3: The total of monthly fees calculated under step 2 will be added to the fixed one-time fee for the DMP first set-up and maintenance throughout the contract submitted.

Example of STEP 3:

Bidder	TOTAL OF MONTHLY FEE FOR THE CONTRACT PERIOD AND ALL OPTION PERIODS	FIXED ONE-TIME FEE FOR DMP FIRST SET-UP	TOTAL FOR CORPORATE SERVICES
BIDDER A	\$120,000.00	\$ 5,000.00	\$ 125,000.00
BIDDER B	\$390,000.00	\$ 17,500.00	\$ 407,500.00
BIDDER C	\$1,080,000.00	\$ 50,000.00	\$ 1,130,000.00
BIDDER D	\$2,400,000.00	\$ 200,000.00	\$ 2,600,000.00

Step 4: The total weighted Financial Score for Corporate Services will be determined per Bidder.
 The multiplier for this calculation is 4.5 (from Points Allotted table under B.2).

Example of Step 4:

$\text{Lowest Total Fee Submitted} \times 4.5 = \text{Weighted Financial Score}$
 Bidder's Total Fee Submitted

Bidder	TOTAL FOR CORPORATE SERVICES	TOTAL WEIGHTED FINANCIAL SCORE (B.2.2 CORPORATE SERVICES)
BIDDER A	\$ 125,000.00	4.5
BIDDER B	\$ 407,500.00	1.38
BIDDER C	\$ 1,130,000.00	0.5
BIDDER D	\$ 2,600,000.00	0.22

B.2.3 OTHER RELATED SERVICES

STEP 1: Bidders will have submitted all inclusive hourly rates as per B.1.3.
 An average hourly rate per category of service will be calculated using the rates submitted for each period of the contract (initial 3-year period, first option and second option) in B.1.3. The initial period will be multiplied by 3.

BIDDER A

Category of Service	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE 1 st OPTION PERIOD	HOURLY RATE 2 nd OPTION PERIOD	AVERAGE HOURLY RATES
Systems and Data Integration	\$200.00	\$200.00	\$210.00	\$202.00
Training	\$150.00	\$165.00	\$165.00	\$156.00
ATP Help Desk	\$150.00	\$165.00	\$165.00	\$156.00

BIDDER B

Category of Service	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE 1 st OPTION PERIOD	HOURLY RATE 2 nd OPTION PERIOD	AVERAGE HOURLY RATES
Systems and Data Integration	\$195.00	\$195.00	\$195.00	\$195.00
Training	\$225.00	\$225.00	\$225.00	\$225.00
ATP Help Desk	\$200.00	\$210.00	\$225.00	\$207.00

BIDDER C

Category of Service	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE 1 st OPTION PERIOD	HOURLY RATE 2 nd OPTION PERIOD	AVERAGE HOURLY RATES
Systems and Data Integration	\$325.00	\$350.00	\$375.00	\$340.00
Training	\$300.00	\$310.00	\$320.00	\$306.00
ATP Help Desk	\$275.00	\$275.00	\$275.00	\$275.00

BIDDER D

Category of Service	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE 1 st OPTION PERIOD	HOURLY RATE 2 nd OPTION PERIOD	AVERAGE HOURLY RATES
Systems and Data Integration	\$250.00	\$250.00	\$250.00	\$250.00
Training	\$250.00	\$250.00	\$250.00	\$250.00
ATP Help Desk	\$250.00	\$250.00	\$250.00	\$250.00

Step 2:

The weighted Financial Score will be determined per category of services.
 The 4.5 points allotted for Other Related Services were divided by the number of sub-categories of services in this category, which is three (3).
 The multiplier for this calculation is 1.5.

Example for the Systems and Data Integration

Lowest Average Hourly Rate X 1.5 = Weighted Financial Score per Category
 Bidder's Average Hourly Rate

Bidder	SYSTEMS AND DATA INTEGRATION	WEIGHTED FINANCIAL SCORE
BIDDER A	\$202.00	1.448
BIDDER B	\$195.00	1.5
BIDDER C	\$340.00	0.86
BIDDER D	\$250.00	1.17

Example for Training

Lowest Average Hourly Rate X 1.5 = Weighted Financial Score per Category
 Bidder's Average Hourly Rate

Bidder	TRAINING	WEIGHTED FINANCIAL SCORE
BIDDER A	\$156.00	1.5
BIDDER B	\$225.00	1.04
BIDDER C	\$306.00	0.765
BIDDER D	\$250.00	0.936

Example for the ATP Help Desk

Lowest Average Hourly Rate X 1.5= Weighted Financial Score per Category
 Bidder's Average Hourly Rate

Bidder	ATP HELP DESK	WEIGHTED FINANCIAL SCORE
BIDDER A	\$156.00	1.5
BIDDER B	\$207.00	1.13
BIDDER C	\$275.00	0.851
BIDDER D	\$250.00	0.936

Step 3 : The Total Financial Score (for B.2.3 Other Related Services) will be calculated by adding all of the weighted Financial Scores per category.

Bidder	SYSTEMS AND DATA INTEGRATION	TRAINING	ATP HELP DESK	TOTAL WEIGHTED FINANCIAL SCORE (B.2.3)
BIDDER A	1.448	1.5	1.5	4.448
BIDDER B	1.5	1.04	1.13	3.67
BIDDER C	0.86	0.765	0.851	2.476
BIDDER D	1.17	0.936	0.936	3.042

B.2.4 TOTAL WEIGHTED FINANCIAL SCORE

The total scores calculated under B.2.1.1, B.2.1.2, B.2.2 and B.2.3 will be totaled to determine the total weighted financial score of the financial proposal.

Example:

Bidder	Ad Server and DMP Services Weighted Score (B.2.1.1)	DSP Services Weighted Score (B.2.1.2)	Corporate Services Weighted Score (B.2.2)	Other related Services Score (B.2.3)	TOTAL WEIGHTED FINANCIAL SCORE
BIDDER A	7.958	7.489	4.5	4.448	23.395
BIDDER B	9.123	3.339	1.38	3.67	17.512
BIDDER C	5.895	9	0.5	2.476	17.871
BIDDER D	11.88	4.586	0.22	3.042	19.728

ANNEX "C"
TECHNICAL EVALUATION CRITERIA

C.1 PRESENTATION GUIDELINES OF THE PROPOSAL

The Bidder is asked to organize its response according to the numbering sequence provided herein. This includes following the maximum page limits identified. A page is defined as an 8.5" X 11" sheet of paper, printed single spaced. Acceptable fonts are Times New Roman 11 pt. or Arial 10 pt. with margins of a minimum size of one (1) inch all around. Any images included on the pages will be considered as part of the total page length. Use plain language; provide facts and sources; and ensure that creative samples are properly labeled.

The quality of the proposal will be evaluated under rated requirement 8. Points will be deducted for not following the required specifications (see Annex "D" – Evaluation Grid for more information).

C.2. SUMMARY OF WHAT WE ARE LOOKING FOR

Demonstration that the Bidder has trafficked and tracked digital advertising creative for large-scale campaigns including a variety of formats (e.g. banners, rich media, video), across a variety of websites and platforms.

Demonstration that the Bidder has the systems and expertise to collect and deliver the data that enables strategic insight for planning stakeholders.

Demonstration that the Bidder, or its senior personnel, has managed integrated advertising technology systems and processes including ad serving, Data Management Platform (DMP) and Demand Side Platform (DSP) capabilities, as well as the integration of external systems, data and tools (e.g. integrate systems and data related to Search Engine Marketing [SEM], site analytics and social media, audit advertising creative viewability, prevent impression fraud and brand safety).

Demonstration that the Bidder has managed annual activity volume totaling 5 billion impressions and 16 million clicks, or more.

Demonstration that the Bidder operates and employs systems and processes to deliver services in line with industry best practices and standards that are acceptable to the GC.

Demonstration that the Bidder can seamlessly deliver all categories of services within expected service levels, in a complex environment characterized by competing priorities and multiple stakeholders.

Demonstration that the Bidder can provide training and user support, in English and French, to numerous clients simultaneously, that have varying degrees of technical knowledge.

Demonstration that the Bidder can communicate in both of Canada's official languages including making presentations and discussing issues, and developing and maintaining tools for clients.

Demonstration that the Bidder has established systems in place to track and report on a range of activities to the full scope of contracted activities, which can be tailored to our needs.

Demonstration that the Bidder has the personnel in key categories of services with the capability, capacity and expertise to provide the required services and deliverables listed in ANNEX "A": STATEMENT OF WORK.

Demonstration that the Bidder has ethical and sustainable environmental practices.

C.3. TECHNICAL EVALUATION

C.3.1. MANDATORY TECHNICAL CRITERIA

Bidders MUST meet all the mandatory requirements of the RFP. No further consideration will be given to Bidders not meeting all the mandatory criteria.

MANDATORY REQUIREMENT 1:

The Bidder MUST submit two (2) case studies of digital advertising campaigns, which were completed* within the last three (3) years of the bid closing date, and were managed by the Bidder or its senior personnel. The minimum net media budget for the digital component(s) must have been \$200K.

Between the two (2) case studies provided, the Bidder MUST demonstrates its experience in the management of integrated advertising technology systems and data by addressing each of the following requirements:

- traffic and track digital advertising creative of various formats across various sites and platforms;
- target select audiences in real time;
- ensure brand safety;
- prevent or detect impression fraud;
- verify or measure viewability; and
- measure and report on overall campaign performance for various digital advertising tactics including the integration of external system and data, and the development and provision of customized reporting with controlled access, tailored to a client's specific needs.

If more than two (2) case studies are submitted, only the first two (2) will be evaluated.

* A completed advertising campaign is one for which media placements have been executed and measured results are known.

MANDATORY REQUIREMENT 2:

The Bidder MUST submit a minimum of one (1) CV for each of the following key categories of services, and the personnel proposed MUST meet the minimum years of experience and language requirements (if applicable). The resources proposed herein will be named in the contract and serve as the primary contacts for the ATP mandate.

- Account Management and Coordination – five (5) years as a VP Client Services, Account Director, Senior Account Director, or equivalent and fluent in both official languages (speaking and writing);
- Ad Server (account management and coordination) – five (5) years as VP Client Services, Senior Account Director, Account Director, or equivalent;

- DMP (account management and coordination) – five (5) years as VP Client Services, Senior Account Director, Account Director, or equivalent; and
- DSP (account management and coordination) – five (5) years as VP Client Services, Senior Account Director, Account Director, or equivalent.

MANDATORY REQUIREMENT 3:

The Bidder MUST comply with all the certification requirements as described in Part 5 - Certifications.

MANDATORY REQUIREMENT 4:

The Bidder MUST provide fee(s) and rate(s) in accordance with the Basis of Payment, Annex B – Basis of Payment and Financial Evaluation. If costs provided are not in accordance with the Basis of Payment, the proposal will be declared non-responsive.

MANDATORY REQUIREMENT 5:

The Bidder MUST have the financial capability to undertake this requirement. The financial requirements are described in detail in Part 6 – Financial Requirements.

C.3.2 RATED TECHNICAL CRITERIA

In addition to meeting all of the mandatory evaluation criteria, Bidders must achieve a minimum passing mark of 75% for each selected criteria evaluated, 75% for categories of selected criteria, and an overall passing mark of 750 points on a scale of 1000 points in the Rated Requirements section of the Technical Evaluation to be considered responsive. Additional details are provided in Annex D – Evaluation Grid. Proposals that fail to meet these minimums will not be evaluated further and will be considered to be non-responsive.

RATED REQUIREMENT 1: ADVERTISING TECHNOLOGY SERVICES EXPERIENCE (Limit 3 pages per case study) (Maximum 225 pts; Minimum 168.75 pts)

The two (2) case studies submitted under Mandatory Requirement 1 will be evaluated in this Rated Requirement. Bidders are requested to use the CASE STUDY FORMAT for each case submitted.

CASE STUDY FORMAT

A maximum of three (3) additional pages should be included illustrating examples of reports described in section IV.

Section I: Background Information

Campaign Name:

Client Name:

Campaign Dates:

Geographic Area Covered:

Net Media Budget Range of Digital Component(s):

\$200K - \$300K \$300K - \$500K

\$500K - \$700K over \$700K

Total Campaign Clicks:

Total Campaign Impressions:

Section II: Situation Analysis

Describe your client's business requirement and what your company was hired to do. Include a description of the technology systems and services; the tracking and reporting; and the systems and data integration requirements that you were required to provide.

Section III: Campaign Execution and Monitoring

Summarize the media plan including the percentage of budget and volume (e.g. clicks, impressions) allocated to each digital advertising tactic. Describe the execution and monitoring processes throughout the campaign. This should include a description of the tools used; and the key elements that supported any recommendations provided to address arising questions or issues and optimize campaign effectiveness.

Section IV: Reporting

Describe the reporting mechanisms established for the client and the corresponding analytics for each digital tactic. This should include a description of custom reports and campaign metrics relative to the client's business objectives.

RATED REQUIREMENT 2: SCOPE OF MEDIA TRAFFICKING AND TRACKING EXPERIENCE (Maximum 125 pts; Minimum 93.75 pts)

The Bidder should provide the following details on the volume of digital advertising placements managed, including clicks, impressions, and percentage distribution in international markets.

	Current Year		Previous Year		Previous 2 Years	
	Clicks (M)	Impressions (M)	Clicks (M)	Impressions (M)	Clicks (M)	Impressions (M)
Display (e.g. banners, rich media, video)						
Programmatic including Real-Time Bidding (RTB)						
Other (Specify)						
Total						
% International						

RATED REQUIREMENT 3: EFFICIENCIES (Limit: 1 page) (Maximum 85 pts; Minimum 63.75 pts)

Option 1

The Bidder should provide evidence from a third-party evaluation that its measurement and reporting methodology achieves optimal performance and value for its clients in the following areas:

- Brand safety – Ensuring that ads are not placed adjacent to inappropriate content.
- Fraud – Ensuring that ads are served to the intended target; this may include, but is not limited to: non-human traffic, illegitimate media suppliers, off-target and out-of-country.
- Ad delivery: Ensuring that ads are delivered in accordance with media plan instructions, including, but not limited to: frequency levels and geo-targeting.

The Bidder should describe how it manages last-minute changes, shifts or cancellations to minimize the impact on campaign efficiencies.

OR Option 2 (if information from a third-party evaluation is unavailable)

The Bidder should describe its strategy and the partners it uses (if any) to ensure that its measurement and reporting methodology achieves optimal performance and value for its clients in the areas listed above under Option 1.

The Bidder should describe how it manages last-minute changes, shifts or cancellations to minimize the impact on campaign efficiencies.

REQUIREMENT 4: MANAGEMENT APPROACH (Limit: 2 pages) (Maximum 85 pts; Minimum 63.75 pts)

The Bidder should describe how it proposes to manage the account. This includes:

- the structure of the team to deliver corporate, Ad Server, DMP, DSP, and Other Related Services (including user support in English and French), and meet the service expectations outlined in section A.1.3 of ANNEX "A": STATEMENT OF WORK;
- the primary roles and responsibilities of each key position;
- the reporting relationships including, but not limited to, any joint venture;
- how resources will be assigned to each project;
- how timely communication between the various stakeholders will be maintained (e.g. internal teams [including teams resulting from a strategic alliance, joint venture or other business arrangement], the Agency of Record [AOR], the Program Authority);
- how conflicts/issues/problems will be resolved; and
- how lessons-learned will be applied for future campaigns.

RATED REQUIREMENT 5: KEY CATEGORIES (Limit: 2 pages per CV) (Maximum 300 pts; Minimum 225 pts)

The proposed resources for each of the key categories submitted under Mandatory Requirement 2 will be evaluated in this Rated Requirement. Only those resources who meet the mandatory requirement for each category of services will be evaluated.

The Bidder MUST propose a minimum of one (1) resource for each of the key categories of services who meet the stated minimum years of experience and language requirements (if applicable). The total number of resources proposed for these specific categories of services should align to what the Bidder has proposed in response to REQUIREMENT 4 – MANAGEMENT APPROACH.

For each resource, the CV should include the following information:

- category and sub-category of services for which the individual is being proposed;
- number of years of experience in the proposed category of services;
- number of years of experience in the digital advertising and marketing field;
- summary of formal education, professional accreditations and related professional development (Note: Professional development includes demonstrated efforts to maintain and upgrade skills and knowledge; it does not, for example, include reading trade publications, but could include teaching in a relevant field and participation in a trade association's committee of experts working in a relevant field); and

- two (2) examples of projects completed within the last three (3) years (as of bid closing date) that demonstrate the individual's expertise in their field; OR two (2) examples of industry-recognized thought leadership in their field such as white papers written, presentations made to large audiences or leadership involvement in important trade association initiatives. Each example should provide details on the scope and size of the project and the individual's role and contribution (Note: Contribution is defined as key actions by the individual that clearly supported the achievement or over achievement of the planned objectives).

For the Corporate Services Account Management and Coordination position: the CV should include the average number of accounts managed simultaneously over the past three (3) years and the approximate total value of these accounts and the level of oral and writing proficiency in English and French.

**RATED REQUIREMENT 6: TRACKING SYSTEMS AND REPORTS (Limit: 2 pages)
(Maximum 60 pts; Minimum 45 pts)**

The Bidder should describe the systems it has in place and the regular reports it produces and provides to clients to record, track and report on individual projects, as well as activities aggregated at the account-level, regarding media plans, planned objectives and achievements, including allocated budgets and actual costs.

The Bidder should also describe how its tracking and reporting systems can be customized to a client's specific needs and provide an actual example of how this was done for an existing or former client, including a brief description of the circumstances or business objective and the timeframe to implement.

**RATED REQUIREMENT 7: ENVIRONMENTALLY RESPONSIBLE PRACTICES
(Limit: ½ page) (Maximum 20 pts)**

The Bidder should provide its existing or proposed company-wide environmental statement and mission, including environmental measures undertaken in office operations; and their existing or proposed action plan for materials/equipment sourcing (e.g. intended use of recycled or reused products, waste management strategy).

RATED REQUIREMENT 8: QUALITY OF PROPOSAL (Maximum 100 pts; Minimum 75 pts)

The Bidder will be evaluated based on their ability to provide a proposal that is organized according to C.1 Presentation Guidelines of the Proposal, and for overall quality (i.e. style, syntax and spelling).

ANNEX "D"
EVALUATION GRID

Bidder: _____

EVALUATION SUMMARY FOR ADVERTISING TECHNOLOGY PROVIDER		
MANDATORY REQUIREMENTS: <input type="checkbox"/> MET <input type="checkbox"/> NOT MET		
Rated Requirements	Minimum Points Required	Maximum Points
Experience of the Bidder (R.1 and R.2)	262.5	350
<ul style="list-style-type: none"> ○ R.1 Advertising Technology Services Experience ○ R.2 Scope of Media Trafficking and Tracking Experience 	168.75	225
	93.75	125
Management Approach and Systems (R.3, R.4, R.6 and R.7)	187.5	250
<ul style="list-style-type: none"> ○ R.3 Efficiencies ○ R.4 Management Approach ○ R.6 Tracking Systems and Report ○ R.7 Environmentally Responsible Practices 	63.75	85
	63.75	85
	45	60
	N/A	20
Key Personnel (R.5)	225	300
<ul style="list-style-type: none"> ○ Account Management and Coordination ○ Ad Server (account management and coordination) ○ DMP (account management and coordination) ○ DSP (account management and coordination) 	67.5	90
	52.5	70
	52.5	70
	52.5	70
R.8 Quality of Proposal	75	100
OVERALL TOTAL	750	1000

The following scoring grid will be used for the evaluation of Rated Requirements 1 to 7 inclusively with the exception of R.5.1.1, R.5.2.1, R.5.3.1 and R.5.4.1, the number of years experience in the advertising field:

Percentage	Rating Level
0%	Little or no information provided to assess the Bidder's ability to meet the criteria.
40%	Limited. Very limited information was provided to assess the Bidder's ability to meet the criteria. There are serious discrepancies and/or deficiencies that pose important risks to the requirement.
60%	Weak. Information was provided, but with only partial description of the Bidder's ability to meet the criteria. There are discrepancies and/or deficiencies that pose some risks to the requirement.
75%	Satisfactory. Good description provided of the Bidder's ability to meet the criteria. Minimal weaknesses and/or deficiencies could exist, but would not pose any significant risk to the requirement.
90%	Excellent. Complete and clear description provided of the Bidder's ability to meet the criteria. No evident weaknesses or deficiencies that would pose any risk to the requirement.
100%	Exceptional. Complete and clear description provided that goes beyond the Bidder's ability to meet the criteria. No weaknesses or deficiencies that would pose any risk to the requirement.

RATED REQUIREMENTS

REQUIREMENT 1 – ADVERTISING TECHNOLOGY SERVICES EXPERIENCE –
 (Maximum: 225 pts, minimum: 168.75 pts)

This requirement will be evaluated based on the two (2) case studies provided.

The following rated criteria will be used for evaluation:

Requirement 1 – up to a maximum of 225 points			
	Assessment of Criteria	Percentage	Points
R.1.1	Managing an ad server to traffic and track digital advertising creative of various formats (e.g. banners, rich media, videos) across a variety of sites and platforms.		/35 Points
R.1.2	Managing a DSP for programmatic media placements to target select audiences in real time.		/35 Points
R.1.3	Managing a DMP to develop and provide customized reporting with controlled access tailored to specific needs.		/35 Points
R.1.4	Managing integrated advertising technology systems and data including an ad server, a DMP and a DSP, to traffic, track, measure and report on campaign performance.		/50 Points
R.1.5	Integrating external advertising technology systems and data to measure and report on campaign performance for various digital advertising tactics (e.g. SEM, social media, site analytics, media billing system).		/35 Points
R.1.6	Integrating external advertising technology systems and data to ensure brand safety, prevent or detect impression fraud and verify advertising creative viewability,		/35 Points
Total			/225 POINTS

REQUIREMENT 2 – SCOPE OF MEDIA TRAFFICKING AND TRACKING EXPERIENCE
 (Maximum: 125 pts, minimum: 93.75 pts)

This requirement will be evaluated based on details provided on the volume of domestic and international digital advertising placements managed.

The following rated criteria will be used for evaluation:

Requirement 2 – up to a maximum of 125 points			
	Assessment of Criteria	Percentage	Points
R.2.1	Trafficking and tracking digital media creative for annual activity volume totaling 5 billion impressions and 16 million clicks, or more.		/85 Points
R.2.2	Trafficking and tracking digital media creative in international markets		/40 Points
Total			/125 Points

REQUIREMENT 3 – EFFICIENCIES – (Maximum: 85 pts, minimum: 63.75 pts)

This requirement will be evaluated based on details provided in the third-party evaluation (Option 1) or strategy (Option 2), and the management of last-minute changes, shifts, or cancellations to advertising initiatives.

The following rated criteria will be used for evaluation:

Requirement 3 – up to a maximum of 85 points			
	Assessment of Criteria	Percentage	Points
R.3.1	Demonstrated evidence that the methodology used for measurement and reporting achieves optimal performance and value with respect to brand safety, fraud and ad delivery.		/45 Points
R.3.2	Demonstrated capability to manage last-minute changes, shifts or cancellations to minimize impact on campaign efficiencies.		/40 Points
Total			/85 Points

REQUIREMENT 4 – MANAGEMENT APPROACH – (Maximum: 85 pts, minimum: 63.75 pts)

This requirement will be evaluated based on details provided on the proposed management structure for the account.

The following rated criteria will be used for evaluation:

Requirement 4 – up to a maximum of 85 points			
	Assessment of Criteria	Percentage	Points
R.4.1	Team structure is clearly described including roles and responsibilities of key positions, interdependencies and reporting relationships (including any joint venture), and how user support will be provided in English and French.		/45 Points
R.4.2	Communication process between key positions and stakeholders is clearly described including a 360° feedback process.		/40 Points
Total			/85 points

REQUIREMENT 5 – KEY PERSONNEL – (Maximum: 300 pts, minimum: 225 pts)

This requirement will be evaluated based on the CVs provided for the key categories of services.

If more than one resource is evaluated per category, the average score will be used. However, the proposed resources that do not meet the minimum points will not be named in the contract.

R.5.1 ACCOUNT MANAGEMENT AND COORDINATION - CORPORATE SERVICES -
 (Maximum: 90 pts, minimum: 67.5 pts)

The following rated criteria will be used for evaluation:

Account Management and Coordination			
	Assessment of Criteria	Percentage	Points
R.5.1.1	Demonstrated number of years in the digital advertising and marketing field. 0 points for less than 9 years, 5 points for 9-12 years, 10 points for 13+ years.		/10 Points
R.5.1.2	Demonstrated relevant combined formal education, accreditation, professional development and skills and knowledge.		/10 Points
R.5.1.3	Demonstrated relevant expertise in the role and contribution to the successful outcome of the two (2) sample projects submitted in the CV. 17.5 points for each of the two (2) sample projects.		/35 Points
R.5.1.4	Demonstrated ability to manage a number of large-scale accounts simultaneously.		/35 Points
Total			/90 Points

R.5.2 AD SERVER (ACCOUNT MANAGEMENT AND COORDINATION) – (Maximum: 70 pts, minimum: 52.5 pts)

The following rated criteria will be used for evaluation:

Ad Server (Account Management and Coordination)			
	Assessment of Criteria	Percentage	Points
R.5.2.1	Demonstrated number of years in the digital advertising and marketing field. 0 points for less than 9 years, 5 points for 9-12 years, 10 points for 13+ years.		/10 Points
R.5.2.2	Demonstrated relevant combined formal education, accreditation, professional development and skills and knowledge.		/10 Points
R.5.2.3	Demonstrated relevant expertise in the role and contribution to the successful outcome of the two (2) sample projects submitted in the CV. 25 points for each of the two (2) sample projects.		/50 Points
Total			/70 Points

R.5.3 DMP (ACCOUNT MANAGEMENT AND COORDINATION) – (Maximum: 70 pts, minimum: 52.5 pts)

The following rated criteria will be used for evaluation:

DMP (Account Management and Coordination)			
	Assessment of Criteria	Percentage	Points
R.5.3.1	Demonstrated number of years in the digital advertising and marketing field. 0 points for less than 9 years, 5 points for 9-12 years, 10 points for 13+ years.		/10 Points
R.5.3.2	Demonstrated relevant combined formal education, accreditation, professional development and skills and knowledge.		/10 Points
R.5.3.3	Demonstrated relevant expertise in the role and contribution to the successful outcome of the two (2) sample projects submitted in the CV. 25 points for each of the two (2) sample projects.		/50 Points
Total			/70 Points

R.5.4 DSP (ACCOUNT MANAGEMENT AND COORDINATION) – (Maximum: 70 pts, minimum: 52.5 pts)

The following rated criteria will be used for evaluation:

DSP (Account Management and Coordination)			
	Assessment of Criteria	Percentage	Points
R.5.4.1	Demonstrated number of years in the digital advertising and marketing field. 0 points for less than 9 years. 5 points for 9-12 years, 10 points for 13+ years.		/10 Points
R.5.4.2	Demonstrated relevant combined formal education, accreditation, professional development and skills and knowledge.		/10 Points
R.5.4.3	Demonstrated relevant expertise in the role and contribution to the successful outcome of the two (2) sample projects submitted in the CV. 25 points for each of the two (2) sample projects.		/50 Points
Total			/70 Points

REQUIREMENT 6 – TRACKING SYSTEMS AND REPORTS – (Maximum: 60 pts, minimum: 45 pts)

This requirement will be evaluated based on the description of systems and reports currently in place to report on individual projects as well as activities aggregated at the account-level. The ability to customize the systems and reports for a client's specific needs, as well as the example provided, will also be evaluated.

The following rated criteria will be used for evaluation:

Requirement 6 – up to a maximum of 60 points			
	Assessment of Criteria	Percentage	Points
R.6.1	Demonstrated capability to track and report on projects individually and aggregated at the account level.		/30 Points
R.6.2	Demonstrated capability to customize tracking systems and reports based on specific needs.		/20 Points
R.6.3	Sample submitted clearly demonstrates the capability to customize tracking systems and reports and how this was done for an existing or former client clearly.		/10 Points
Total			/60 Points

REQUIREMENT 7 – ENVIRONMENTALLY RESPONSIBLE PRACTICES – (Maximum: 20 pts)

This requirement will be evaluated based on information provided on company-wide environmental statement and measures in-place.

The following rated criteria will be used for evaluation:

Requirement 7 – up to a maximum of 20 points			
	Assessment of Criteria	Percentage	Points
R.7	Commitment to green practices in place		/20 Points

REQUIREMENT 8 - QUALITY OF PROPOSAL – (Maximum: 100 points, minimum: 75 pts)

This requirement will be evaluated based on the degree to which the proposal follows the presentation guidelines (numbering system, format and page limitations), as described in C.1; uses correct spelling and grammar and is well written.

The following rated criteria will be used for the evaluation:

Quality of the Proposal – up to a maximum of 100 points			
	Assessment of Criteria	Percentage	Points
R.8.1	Follows numbering sequence provided and respects format, page limitations, page size, fonts, etc.		/60
R.8.2	Is well written (stylistic quality)		/20
R.8.3	Uses correct spelling and grammar		/20
Total			/100 Points

Each sub-criterion is evaluated separately using the following grid:

Percentage	Rating Level
0%	The proposal does not follow the presentation guidelines of the proposal (numbering sequence, page limitations, page size, fonts, etc.) as described in C.1, for four (4) or more rated requirements.
50%	<ul style="list-style-type: none">• The proposal does not follow the presentation guidelines of the proposal (numbering sequence, page limitations, page size, fonts, etc.) as described in C.1, for three (3) or less rated requirements;• The proposal is poorly written (inferior stylistic quality);• There are many spelling and grammar errors.
75%	<ul style="list-style-type: none">• The proposal follows the presentation guidelines of the proposal (numbering sequence, page limitations, page size, fonts, etc.) as described in C.1, with a few minor discrepancies;• The proposal is well written (acceptable stylistic quality);• There are very few spelling and grammar errors.
100%	<ul style="list-style-type: none">• The proposal follows the presentation guidelines of the proposal (numbering sequence, page limitations, page size, fonts, etc.) <u>exactly</u> as described in C.1;• The proposal is very well written (strong stylistic quality);• There are no spelling or grammar errors.