

# DAWN

Karachi, Wednesday, January 12, 2011

## PRE-QUALIFICATION FOR APPOINTMENT OF ADVERTISING AGENCIES

EOBI intends to appoint accredited advertising agencies on its panel. The agency should have a complete advertising setup (Creative/Client Service/Media & PR) and should have 10 years experience in doing business with major government organizations and turnover of agency should be at least Rs. 200 million per annum for the last three years.

Interested advertising agencies, accredited with All Pakistan Newspapers Society (APNS) may apply alongwith the following information & PBA:

1. Agency profile including name, registered address, telephone and fax numbers, email address and year of establishment.
2. Registration certificate with APNS + PBA.
3. Particulars of permanent technical staff, their qualifications, experience and available facilities.
4. Year of APNS accreditation & PBA.
5. Income Tax/GST payment certificate.
6. Bank certificate of financial stability.
7. List of Clients/leading Newspapers & TV/Radio Channels Clearance Certificate.
8. EOBI Registration Certificate.
9. List of working branches throughout Pakistan.
10. Details of regular staff with qualification and experience in this field.

EOBI will pre-qualify only those advertising agencies, that meet the above criteria and shortlisted agencies will be invited to make a presentation before the Selection Committee.

The above information/details must reach the undersigned within 15 days of publication.



E.O.B.I

### Employees' Old-Age Benefits Institution

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