



**REQUEST FOR EXPRESSIONS OF INTEREST (EOI)  
BY THE  
AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION LTD (ALIA)  
FOR THE  
PROVISION OF A COMMISSION AGENT FOR ADVERTISING PROCUREMENT  
FOR ALIA PUBLICATIONS**

**ENQUIRIES/CONTACT OFFICER:**

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**LODGEMENT OF EOI:**

ALIA Advertising Management EOI  
Attn: Executive Director  
Australian Library and Information Association Ltd  
PO Box 6335 Kingston, ACT, 2604

**ISSUE DATE:**

Friday 18 July 2008

**CLOSING TIME:**

Thursday 28 August 2008

***IMPORTANT INFORMATION FOR APPLICANTS***

**UNAUTHORISED COMMUNICATION**

Applicants must direct all communications through the Contact Officer unless directed otherwise by the Contact Officer. Unauthorised communication with other staff of the Australian Library and Information Association (ALIA) may lead to disqualification of the EOI.

**CONFIDENTIALITY AND INTELLECTUAL PROPERTY**

The EOI remains the property of ALIA. It may only be used for the purpose of preparing a response. A person receiving the EOI must not, except to the extent that the information is available to the public generally, disclose any of its content to another person, or copy all or part content, or allow it to be disclosed or copied, except for the purpose of preparing a document in response.

All EOI's and accompanying documents become the property of the Association and

the Association will have the right to reproduce the whole or any portion of the documents for the purposes of evaluation.

Despite any copyright or other intellectual property right that subsists in the EOI documents, the applicant agrees that the Association may publicly disclose (on the Internet, in Annual Reports, or otherwise) the following details of any contract awarded to the applicant under this process:

- a. a description of the services;
- b. the date of the contract and its commencement date, duration and expiry date;
- c. a description of any option to extend;
- d. the name and business address of the parties;
- e. subject to the previous paragraph, the EOI will be held in confidence, so far as the law permits.

### **CONTENT, FORMAT AND LODGEMENT OF EOI's**

All items, features and functions specified in the EOI are mandatory requirements unless expressly stated otherwise. Responses which are unnecessarily elaborate or other presentations beyond what is sufficient to present a complete and effective proposal are neither desired nor required. Elaborate artwork and bindings, expensive visual and other presentation aids are not necessary.

An EOI lodged electronically must be submitted in one of the following formats:

- Adobe Acrobat - Portable Document Format (PDF);
- Microsoft Word (DOC);
- Microsoft Excel (XLS); or
- Image Files (JPG, GIFF, TIFF).

### **PRICE**

All monetary amounts are to be expressed in Australian dollars. The applicant must quote all prices without the addition of GST.

### **AUSTRALIAN BUSINESS NUMBER (ABN)**

The applicant must provide its Australian Business Number (ABN). If the applicant does not have an ABN, then the reason for not having an ABN must be stated.

### **LATE EOI's**

Late EOI's will not be accepted unless the Association is of the view (and its decision will be absolute and final) that:

- a. circumstances beyond the applicants control were the cause of the lateness; and
- b. accepting a late application will not compromise the integrity of the tendering process or provide any unfair advantage to the applicant lodging the late EOI.

### **INFORMATION TO BE PROVIDED BY THE APPLICANT**

Company Profile to include:

- general outline of the company including company philosophies and policies

- industry accreditation
- evidence of a computerised support system, adequate office resources, and experienced support personnel. Please advise the names and experience of staff who will be on the contract.
- examples of past work
- detailed information about the range of services offered
- EOI responding to the scope of work and providing examples of record keeping
- referee contact details

Costs incurred in assembling the EOI are to be honoured by the applicant.

### **PROCESS**

ALIA will assess all EOI's and invite shortlisted candidates to present their bid.

A final decision on the successful applicant will be made following the presentation and all applicants will be notified of the EOI in writing.

The successful contractor will be chosen at ALIA's sole discretion and the decision will not be dependent on cost. No communication will be entered into with unsuccessful applicants.

## **INTRODUCTION**

The Australian Library and Information Association (ALIA) is currently reviewing its contract for the provision of specialist advertising services. Expressions of Interest (EOI) are invited from suitably skilled and resourced advertising agencies to undertake work relating to the successful sale of advertising space within ALIA's publications.

## **BACKGROUND**

The Australian Library and Information Association (ALIA) is the peak body representing the Australian library and information services sector and supports the sector in the development, delivery and promotion of quality library and information services to the nation. ALIA represents the interests of 6,000 members, the profession, and Australia's 12 million library users. More information about ALIA can be found at <http://www.alia.org.au>

ALIA is the publisher of *inCite* magazine, *The Australian Library Journal* and other publications.

*inCite* is a monthly publication and is the premier news magazine for the library and information sector in Australia, and is an appropriate vehicle for publishers, suppliers and services wishing to reach relevant decision-makers. Every personal member of the Association receives a copy as part of their membership, and institutional members receive multiple copies. *inCite* is also available through subscription.

*The Australian Library Journal (ALJ)*, published quarterly, is the acknowledged flagship publication of the Australian Library and Information Association. The journal is available through subscription.

## **PERIOD OF CONTRACT**

The advertising procurement contract is for two years with an option for a third year. A competitive commission structure will be offered to the successful contractor in line with industry standards.

## **REQUIREMENTS**

The successful applicant will need to demonstrate expertise and experience across key areas including:

- account service
- database management
- commitment in achieving sales budgets in keeping with the values of the Association
- excellent communication skills with both client and publisher
- ability to develop new business opportunities
- relationship management.

## SCOPE OF WORK

Under minimal supervision, the contractor will:

- procure advertisements for *inCite*
- ensure excellent relationships with advertising clients are established and maintained
- secure written advice and approval from the Managing Editor before a discounted rate is negotiated between the contractor and an advertising client
- work with ALIA in formulating a yearly plan including consulting with ALIA about advertising rates including any suggested rate changes (to meet the market)
- research and approach new clients and follow up on leads provided
- add and maintain client databases and distribution lists as per requirements noted below under Record Keeping
- follow up all art work and inserts in a timely fashion ensuring advertising deadlines are met
- collect artwork from advertisers and forward to the ALIA publications team checking quality and size specifics are correct and adhering to the signed advertised contract
- maintain and support ALIA's branding guidelines
- provide written performance indicators every quarter answering to the criteria as described below under Performance Indicators
- provide appropriate advertising sales records upon request
- provide artwork services if required by advertising client
- liaise with ALIA on other sponsorship matters
- attend conferences as negotiated with ALIA
- pursue advertising possibilities for ALJ and develop advertising revenue as per *inCite* – adhering to similar guidelines.

## RECORD KEEPING

The contractor will keep and supply accurate records in relation to advertising in *inCite* and *ALJ*. The contractor will provide to ALIA's Managing Editor:

- a signed copy of all advertising contracts and amendments thereto for each advertisement in each issue consolidated and forwarded to ALIA at deadline
- a spreadsheet to ALIA's Managing Editor with confirmed placements per issue of *inCite* to agreed deadlines
- a spreadsheet to consist of a consolidated list of all advertisements booked in each issue of *inCite*, including company name, contact details for artwork, the size of the advertisement and the agreed price. This list is to be sorted, firstly, by advertisement size, then alphabetically by company name with written information as to any other negotiated instruction requested by advertising client
- the billing address for advertisers
- a maintained client database and information on followed up on leads
- as above for *ALJ*.

## **COMMISSION PAYMENT**

The contractor will be required to provide a monthly invoice to the Managing Editor which includes:

- company name
- booking number
- size of advertisement
- amount charged for each advertisement (including GST)
- commission (to be paid 30 days after publication).

## **PERFORMANCE INDICATORS**

Every month, the contractor will provide the following information to ALIA's Managing Editor:

- spreadsheet with current advertisers listed including company name, contact details and amount of monies paid
- monthly advertising revenues listed with comparison to previous financials
- spreadsheet with ongoing and new advertisers including contact details and dates of contact e.g. 3/12/07
- spreadsheet with possible targets and responses to approaches.

Every quarter, the contractor will provide the following information to ALIA's Managing Editor:

- a written report on the above and including feedback from clients to be submitted to the Managing Editor
- commitment to attend an annual face-to-face meeting of all parties to discuss performance and future directions with shared costs between ALIA and the contractor.

## **MONTHLY TARGET**

The contractor will aim to obtain at least \$22,000 (excluding GST) in advertising revenue for *inCite* per issue.

## **PENALTIES**

Penalty clauses will be included in the final contract for non-compliance of target revenue and/or failure to comply with reporting requirements. These may include a monetary compensation or termination of contract.