

WHEREAS, the Department of Agriculture has a Purchase Request for the **One Job Order for the airing of Television plugs and advocacies across Provincial CableTV providers in the Provinces of Aklan, Antique, Capiz and Guimaras with Social Media Channels/Outlets with a total budget under GAA 2025 for Approved Budget for the Contract in the amount of Six Hundred Sixty Thousand Pesos Only (Php 660,000.00);**

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** is the only advertising and consultancy company which has existing collaboration with four provincial cable television providers in the provinces of Aklan, Antique, Capiz and Guimaras and has a strong social media presence through the Iloilo Metropolitan times (IMT);

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** has established social media engagements which simultaneously broadcast its materials from its clients for maximum exposure and awareness among target stakeholders;

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** is in the forefront of establishing a market-oriented, demand-driven exposure of promising agricultural products and agri-tourism destinations in the country;

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** is the only media company that has a prominent print, broadcast and digital media presence and engagement across the region. Its IMT News (Print), IMT News Online (social media), IMTV (CATV and line-in TV) cover the region for optimum exposure of its marketed products and IMT Conversations for current events discussions and analysis;

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** offers a broadcast package at a very reasonable and affordable cost of P60,000.00 per month (inclusive of VAT) for the four separate locations/provinces to feature the Department of Agriculture-Western Visayas advocacies, programs and activities;

WHEREAS, **NO BOUNDARIES ADVERTISING AND EVENTS** has consistently aired agri-tourism news features and agricultural entrepreneurs' success stories on these partner cableTV networks in the four provinces;

Through the airing of agricultural advocacies and quad-media exposures, **NO BOUNDARIES ADVERTISING AND EVENTS** has established a pool of viewers/subscribers consisting of agripreneurs, businessmen, entrepreneurs and professionals who are interested and are practicing integrated farming practices in their respective areas.

Thus, it is right to have our television plugs and success stories advocacies aired over **NO BOUNDARIES ADVERTISING AND EVENTS** as our partner in disseminating agricultural information and updating stakeholders of the latest development and innovations in the agricultural industry because of its captured viewership among various sectors in the region.

Most importantly, the **NO BOUNDARIES ADVERTISING AND EVENTS** has proven its worth as a credible provider of realtime services for the agricultural advocacies and it continues to expand its quad-media services in the region. We can claim and be proud of that we've been part of it.

NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

a.) To recommend Negotiated Procurement (Scientific, Scholarly, Artistic Work, Exclusive Technology and Media Services) as appropriate mode of procurement;

b.) To recommend the award of contract through Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services for the One Job Order for the airing of Television plugs and advocacies across Provincial CableTV providers in the Provinces of Aklan, Antique, Capiz and Guimaras with Social Media Channels/Outlets with a price quotation of Six Hundred Sixty Thousand Pesos Only (Php 660,000.00) to NO BOUNDARIES ADVERTISING AND EVENTS;

c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.



RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this JAN 31, 2025

ATTY. ROLIN M. ASUNCION  
Vice Chairperson

DR. JONIE NATIVIDAD  
Member

LORIE D. DEASIS  
Member

MAE P. NONES  
Member

Approved:

DEMMIS R. ARPILA  
Regional Executive Director