

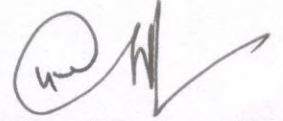
**Government of Rajasthan, Department of Tourism**  
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No. F. 3(275) Advt./MB Agency/2018-19/ 16908

Date: 7-9-18

**Corrigendum to the Notice Inviting E Bid No. 105**

The last date of the submission of technical and financial bids is hereby extended till 14th Sept., 2018 up to 11 am and bids will be opened at 12 pm same day. Certain clarifications regarding various media properties included in the media plan must also be seen in the corrigendum and bids should be submitted accordingly.



**Additional Director (Dev)**

**DIGITAL OTHERS**

Objective	Platform	Site	Tactic	ROI	Remarks	Queries	Response of Department	
Performance (80%)	Social	FB+Insta	Link click ads	20,00,000	Clicks			
	Affiliate	Ad Networks	clicks	25,00,000	Clicks			
			visits	14,28,571	Visits			
	Native	RON	clicks	16,66,667	Clicks			
	Videos	RON	views	1,42,85,714	Completed Views	There is no inventory with CPV buy in the plan	word 'Videos' may be ignored. Performance shall be achieved by using other platforms included in digital media plan	
	Programmatic	RON	CPM	40,00,00,000	Reach			
		Truecaller	Truecaller	CPM	14,28,57,143	Reach	Not mentioned in the plan	ROI shown is for 4 quarters is same campaign is run 4 times. Current media plan is for 1 quarter (3 months) hence ROI gets reduced pro-rata. It is indicative and may vary as per final plan of action and platforms chosen jointly with agency . The platforms shown here are suggestive in nature. Only platforms included in digital plan of bid document shall be used. Action plan shall be finalised after bid finalization
		Notification	MI, gionee, Oppo	CPC	8,33,333	Clicks	Not mentioned in the plan	
	Social	FB+Insta	R&F	20% Reach of TG	Reach			
	Travel Sites	HolidayIQ, Ixigo	Impressions		Impression & Reach	HolidayIQ is not mentioned in the plan		
	News Sites	TOI, NDTV, Vernacular	Impressions			NDTV is not mentioned in the plan		

Awareness (20%)	TV to Mobile	Zapr, Silverpush	Video	75,00,000	Video Impressions	Silverpush is not mentioned in the plan
	Youtube	Masthead	Video/Reach	80,00,00,000	Impression	Not Mentioned in the plan
	Twitter	Twitter	Engagement	2,50,000	Engagement	This should be click campaign not engagement
	Programmatic	RON	CPM	8,00,00,000	Impressions	Treat is as click campaign

Other queries	Clarification of department
<p>List of placements given for DBM needs to be segregated countrywise</p> <p>Google Search - Keywords missing for Domestic &amp; international plan- All</p>	<p>Where platform is country specific- that country. Where platform is spread and popular in many countries- segregation will be 50% Europe (France, UK, germany, Spain, Italy, Switzerland, Netherland) 25% US-Canada, 25% SE Asia (Japan, Singapore, South Korea, Brunei, Malaysia, China)</p> <p>Department will provide keywords after bid finalization in consultation with agency</p>

Digital Domestic

Portals	Placement/Ad Type	Banner/Video: size, specification	Buy Type	Impressions	Clicks	Views	Queries	Clarifications of the Department
IRCTC	App PNR page (3 day, 24 hours roadblock)	320x480	Fixed	15,00,000			Total 1.5million impressions in 3days or per day 1.5million	1.5million in 3days
	App Logout Page	320x480		12,00,000				
Moneycontrol.com	Desktop + Mobile	1280x580 - Interstitial	CPD	12,00,000			Interstitial - CPD or CPM?	Buy type CPD
	Desktop	300x250 & 300x600	CPM	10,00,000				
	Mobile	320x50 & 300x250	CPM	20,00,000				
News18.com	Roadblock	728x90 + 300x250 expands to 1244x425. Roadblock	CPD	1 Day			Deliverables missing for Roadblock	Buy type CPD
	ROS	728x90, 300x250, 300x600	CPM	10,00,000				
Tripoto	Homepage	Display Ad	CPM	5,00,000				
	Display Page	Display Ad	CPM	5,00,000			Deliverables missing for video inventory	Read as 2 Million
	ROS	Video Ad		2 Videos				
India.com	ROS	Standard Banners	CPM	Web+Mobile	30,00,000			
ZeeNews.com	ROS	Standard Banners	CPD	Web+Mobile	30,00,000			
			CPM					
TOI	ROS	MREC	CPM	Web	40,00,000			
TOI	ROS	Pre/Post Roll Video	CPM	Web	10,00,000			
ET	ROS	MREC	Fixed	Web	10,00,000			
BQ.com	Onsite premium display inventory	5 units	CPM	Web	15,00,000			
BQ.com & Social Assets	Video series- Promotion	2 Videos	CPM	Web	15,00,000			
Ixigo	Search Page	300x250/728x90		Web	40,00,000			
			CPM					

Social Media Plan					
Channel	Buy Type	Duration	CPM	Targeting	Total
Facebook Community Building	Clicks	3 Months	CPM	Open	14286
Twitter Community Building	Clicks	3 Months	CPM	Open	4412
Instagram Community Building	Clicks	3 Months	CPM	Open	10345
Linkedin Community Building	Clicks	3 Months		Open	1935

Is this a click to website plan where the user will be redirected to a community page or website?	yes
	yes
	yes
	yes

Google			Geography
Network	Est. Impressions	Est. Clicks	
Google Search	3,42,857	17,143	India
DBM	3,27,27,273	1,63,636	India
Tabola	10,00,00,000	1,00,000	India
Total	13,30,70,130	2,80,779	

<b>Est. CTR</b>
5.00%
0.50%
0.10%
0.21%

Buy Type Missing

CPC

Digital international

Portals	Countries	Placement	Banner size	Buy Type	Impressions	Clicks	Views	Queries	Clarification of the Department
Travelandleisure.com	Global	Luxury Targeted Display Media across T&L + Custom targeting segment towards International travelers, long haul travelers, Asia travelers + Targeted to \$100K+ HHI + ROS	728x90, 300x250, 300x600, 320x50 (Leader board, MPU, Half Page, Mobile Banner)		10,00,000			Buy Type Missing	CPM
Travelport.com (Galileo and Worldspan)	UK, France	Shift market share from competitors - Destination Search for Competitor Destinations: B2B Headlines (UK, France Origin) Text and graphical (180x150/300x250),B2C ViewTrip (UK, France) 728x90/320x50,	As Per Spec (Graphic textual ad units)		5,00,000				
CNN International	Europe	Homepage, Travel	300x250, 728x90, 300x600, 970x250		3,50,000				
CNN Money		Homepage	300x250, 728x90, 300x600, 970x250		1,00,000				
CNN International & CNN Money	Europe	Audience Targeting via CNN AIM - Travel Enthusiats, Frequent Travelers, Travel Obsessed	300x250, 728x90, 300x600, 970x250		2,00,000				
BBC.com ROS	APAC	MPU	300x250		2,50,000				
BBC.com ROS		Leaderboard	728x90		2,50,000				
BBC.com ROS		Behavioral Targeting - audience , C-Suites, Corporates, Enterprises, B2B	300x250, 728x90		2,50,000				
BBC News App		Standard Banners - NEWS APP	300x250, 728x90		1,00,000				
Viamichelin		(UK, Germany, France, Italy)	Top travel information site in Europe	Mega Banner (728 x 90) MPU(300 x 250)		6,00,000			
Channel NewsAsia	Singapore	Homepage, Buyout, 100% SOV	Standard Banners	CPM	970x250, 728x90, 970x90, 300x250, 300x600, 320x100	Desktop, Mobile	100% SOV	9,25,000	
Channel NewsAsia	Singapore	Run of Article	In-read Video - 30sec (Desktop + Mobile)	CPM	30 sec	Desktop, Mobile	Age 25 - 55 years old	2,00,000	

Channel NewsAsia	Singapore	Homepage	Hybrid Video Wall - Billboard (Desktop)	CPM	970 x 250	Desktop	Age 25 - 55 years old	Deliverables Missing. Also, Is age targeting possible on Channelnewsasia?	1,25,000
Channel NewsAsia	Singapore	Homepage	Hybrid Video Wall - Half Page (Desktop + Mobile Web)	CPM	300 x 600	Desktop + Mobile	Age 25 - 55 years old		1,50,000
Channel NewsAsia	Singapore	Run of Section	Mobile Interscroller	CPM	320x480	Mobile Web	Age 25 - 55 years old		2,00,000
Channel NewsAsia	SEA	Run of Article	In-read Video - 30sec (Desktop + Mobile)	CPM	30 sec	Desktop, Mobile	Age 25 - 55 years old		20,000
Channel NewsAsia	SEA	Homepage	Hybrid Video Wall - Billboard (Desktop)	CPM	970 x 250	Desktop	Age 25 - 55 years old		20,000
Channel NewsAsia	SEA	Homepage	Hybrid Video Wall - Half Page (Desktop + Mobile Web)	CPM	300 x 600	Desktop + Mobile	Age 25 - 55 years old		30,000

Pls ignore age targetting if it option not available

Social Media Plan								
Channel	Buy Type	Duration	Geography	Targeting	Total			
Facebook Community Building	Clicks	3 Months	US/UK/Canada	Open	3571			yes
Twitter Community Building	Clicks	3 Months	US/UK/Canada	Open	8427			Is this a click to website plan where the user will be redirected to a community page or website?
Instagram Community Building	Clicks	3 Months	US/UK/Canada	Open	3472			
Linkedin Community Building	Clicks	3 Months	US/UK/Canada	Open	1765			

Google International			
Network	Est. Impressions	Est. Clicks	Est. CTR
Google Search	1,09,091	5,455	5.00%
DBM	1,00,00,000	50,000	0.50%
Tabola	3,75,00,000	37,500	0.10%
<b>Total</b>	<b>4,76,09,091</b>	<b>92,955</b>	<b>0.20%</b>

Buy Type Missing	CPC
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**Issues related to magazines and TV channel  
which require clarification**

<b>Domestic Magazines</b>	<b>issue on which clarification required</b>	<b>Clarification of the Department</b>
<b>Name of Magazine</b>		
1) Pratiyogita Darpan	Kindly confirm the language : Hindi OR English OR Both	Proposal for Hindi edition to be quoted
2) Sports Week	Magazine closed	Treat it as cancelled. Proposal and rate not to be submitted/quoted
<b>International TV Channel</b>	<b>Issue on clarification Required</b>	
Sky	The channel has either UK feed or International feed. There is no Europe specific feed. Please clarify.	Proposal for UK feed to be given

OOH - Domestic Airport

Sl. No.	City	Location	Media Vehicle	Nos.	Width in ft	Height in ft	Type	Area in sq ft	Duration	Visibility share /Remarks	Media Cost	Agency Charges	Total Cost	Cost for per additiona 1 month	Clarification of Department
1	Delhi	Domestic Departure T3	Digital Screen	63	65 inch		LED	NA	30	15sec- Every 4 minutes					Ok
3	Mumbai	Domestic & International Arrival T2	Baggage Belt (Digital)	48	55" inch		LED	NA	30	15sec- Every 3 minutes					Ok
3	Hyderabad	Domestic Departures- SHA	Mullion	1	24	6	BL	144	30						Ok
4	Bangalore	Check in Hall- Common Departures	Digital Screen	5 DS	70 Inch Vertical		LED	NA	30	15 sec, 6 Clients Maximum					Screen Size is 70 inch vertical
5	Chennai	Domestic Departures – Security Hold Area	Backlit Translite	1	12	4	BL	48	30						OK
6	Kolkata	Digital Video Walls @ Security Hold Lounge, Waiting Area	Spectacular Panels - Digital Walls	6	18	8	LED	NA	30	20 Sec, Every Three Minutes 12500 slots per month					OK
7	Ahmedabad	Domestic Departures – Security Hold Area	Backlit Translite	1	12	4	BL	48	30						Ok
8	Pune	Domestic & International Departures – Security Hold Area (First Floor)	Backlit Translite	1	12	4	BL	48	30						OK
				<b>Total</b>											
9	Lucknow	Above Boarding Pass Counter No. 1&2	Display Board	1	29	5		145	30						OK
		LHS of Gate No. 1 in SHA	LFD Display	1	65 Inch		LED		30						10 Sec Slot Every minute
		Above Conveyor Belt No. 1 & 3	Scroller	3	6	3		54	30						One single side scroller at belt No. 1 & two single side scrollers at belt no.3, every scroller can have maximum 4 clients display at a time.
				<b>Total</b>											

DS- Double side, BL-Backlit,



Domestic Conventional OOH Media Plan

Sl. No.	City	Location	Media Vehicle	Nos.	Width in ft	Height in ft	Type (non lit)	Area in sq ft	Duration	Media Cost	Agency Charges	Total Cost	Cost for per additiona 1 month	Remarks
1	Ajmer, Rajasthan	Mahaveer Circle, Facing Agra Gate	Gantry	1	40	8	NL	320	30					OK
2	Salasar, Rajasthan	Salasar fcng Mandir	Billboard	1	30	20	NL	600	30					Size of the site is 30x20
3	Ranakpur, Rajasthan	Near Temple, Main Market	Billboard	1	20	10	NL	200	30					OK
4	Mehndipur Balaji	Main Market	Billboard	1	20	10	NL	200	30					OK
5	Pushkar, Rajasthan	Near Bhrama temple	Billboard	1	20	10	NL	200	30					OK
6	Khatu Shyamji, Rajasthan	Main Market, Near Mandir fcng Sikar	Billboard	1	20	20	NL	400	30					OK
7	Jaipur	JLN Marg International Airport facing Airport	Unipole	1	30	15	FL	450	30					OK
8	Jaipur	JLN Marg, Opp. Saras	Gantry	1	46	8	FL	368	30					OK
9	Udaipur	Delhi Gate Circle facing circle	Gantry	1	40	8	NL	320	30					OK
10	Jodhpur	Airport Arrival area	Translite	1	8	4	BL	32	30					OK
11	Mumbai	Santacruz on WEH, Near Sahara Star Hotel	Unipole	1 Both Side	40	40	M/T Lit	1600	30					OK
12	Banglore	BIAL Airport Road Entry & Exit Road to City	Unipole	1 Both Side	103	53	NL	5459	30					Flex hoardings are banned in Bangalore as of now, subject to the authority decsion at the time of execution
Total														

Remove