

**SOUL CITY INSTITUTE: PRINTING TENDER  
AUGUST 2014  
TERMS OF REFERENCE**

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**Contracting Authority**

Soul City Institute for Health & Development Communication.

**Contract Duration and Delivery Date**

This contract is for the printing of Soul City Institute materials. The contract will commence on approximately 15 September 2014 and end on 31 August 2015. Subject to certain terms and conditions, it will be capable of being renewed for a 2-year period.

**Relevant Background**

The Soul City Institute for Health and Development Communication (SCI) is an internationally recognized health and development communication organisation based in Johannesburg, South Africa. The Institute was established in 1994 and has operated in the southern African region for more than 10 years.

Soul City Institute has the greatest reach of any health and development organisation in South Africa. We use a model of social and behaviour change communication, which combines popular prime-time edutainment television and radio drama with print materials, advocacy campaigns, social media and large social mobilisations programmes, to effect change.

Soul City uses print media to provide information and disseminate messages on a range of issues in a format that the target audience can own, keep and refer to over an extended period of time. They can be used by groups and individuals in formal and informal settings to reflect on and generate discussion. Soul City's policy of translating print materials and our geographic footprint facilitate access to information for audiences who might not be able to access other media offerings.

**Soul City Institute Materials**

Please refer to the table on pages 4 & 5 for a list of Soul City Institute's current printing requirements. Additions may be made to this list and/ or publications may be removed from this list.

The current paper stocks that we are using for the various materials are listed on the table on pages 4 & 5. The successful tenderer should offer cost-effective prices on these stocks or propose alternatives that will meet the usage requirements of the materials outlined below.

Soul City Institute is also looking for a service provider able to offer quick turnaround times and environmentally friendly options on paper stocks.

**Health information booklets that supplement Soul City Television and Radio media offerings**

These booklets provide in-depth information on key messages woven into the other multi-media offerings – e.g. Prevention of Mother-to-Child Transmission (PMTCT). The booklets also provide

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information on and links to related services. These print materials are distributed to coincide with the broadcast of the television and radio offerings and then further distributed as part of focussed advocacy campaigns. **They are used widely in health facilities and by individuals in their personal capacity.**

Soul Buddyz Club

One of Soul City Institute's key programmes is Soul Buddyz Club. The Soul Buddyz Club intervention is for South Africa children between the ages of 8 and 14. Soul Buddyz Clubs are generally made up of 25 children and a facilitator in each Club and are generally based at schools. Soul Buddyz learn and develop broad life skills and skills that facilitate mobilisation around issues that affect children and their families, schools and communities.

*Soul Buddyz Clubs materials that are supplied to our 8 000 Soul Buddyz Clubs*

- Activity-based Unit Guides are used to steer weekly club meetings and are aligned with Soul City core messaging and campaigns. **These are handled weekly frequently over a six month period and need to be durable.**
- Club Zone magazines provide in-depth insight into Soul City's core messaging via case studies, activities and articles based on natural sciences and maths, interesting general-knowledge information on topical issues, and interviews with South African role-models. **These are take-home magazines for kids that will be handled extensively. They need to be durable and the paper must be able to be written on with pencil crayons and pens.**
- Posters that align with topics in Unit Guides and Club Zones or other topical priority issues. **These are put up and displayed in classrooms for as long as they are readable.**
- Soul Buddyz Club reply envelopes: **Sent out with materials and used by Clubs to send feedback and info to Soul City Institute (by post).**

The following booklets are used in a similar way to the SBC Unit Guides:

- Youth SRHR booklets
- TCC booklets
- Grade 4 ISHP materials

Heartbeat Magazine and Women's Club Magazine

**These are both life-style magazines similar and they will be used in a similar way to mainstream magazines such as Drum, Glamour, etc.**

Other materials

In addition to the above Soul City Institute often prints a range of different materials including **discussion tools** that consist of one or two DVDs in a standard case with an A5 booklet insert and a

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printed cover inserted into the standard case. We would require a print service provider to be able to cover the print elements of such a project.

Z-fold cards is another format we use for information materials.

**Deliverables:**

1. Printing all Soul City Institute materials as outlined in the table on pages 4 & 5 and others such as may be required on an ad hoc basis. This includes different types of materials (as outlined but not limited to those described above), short and long print runs and on different paper stocks.
2. Procure all the required paper stocks.
3. Deliver to deadlines as per planned schedules and deviations thereto as agreed between successful service provider and client.
4. Provide flights for Soul City Institute staff or service providers as required and as agreed is reasonable for the purposes of colour sign offs or to do ad hoc quality checks
5. Deliver to Soul City's warehouse at 38 Milky Way Drive, Linbro Park, Johannesburg; Soul City Institute Offices situated at Dunkeld West Centre, 281 Jan Smuts Avenue, Dunkeld West, Johannesburg; or at an alternative address as stipulated for a specific project.
6. Provide quotes on an ad hoc basis as required by Soul City for a range of materials for budgeting purposes.
7. Provide a delivery tracking system including proof of delivery system.

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**Print Requirements 2014 - 2015**

<b>Booklet</b>	<b>Size</b>	<b>Extent</b>	<b>Stock</b>	<b>Cover</b>	<b>Colour</b>	<b>Copies</b>
Youth SRHR booklet	A4	32	90 - 115	Self	FC	900 000
Facilitator's Guide for Youth SRHR booklet	A4	24	90 - 115	Self	FC	30 000
Poster	A2	1 sided	180		FC	30 000
TCC booklet	A4	32	90 - 115	Self	FC	900 000
TCC booklet Facilitator's Guide	A4	16	90 - 115	Self	FC	30 000
Child Sexual Abuse Discussion Tool	A5	16	115	self	FC	20 000
Child Sexual Abuse Discussion Tool label	A4	Single page	115		FC	20 000
SBC Unit Guide 1	A4	24	90 - 115	Self	FC	24 000
SBC Unit Guide 2	A4	24	90 - 115	Self	FC	24 000
SBC Club Zone magazine 1	A4	24	90 - 115	Self	FC	150 000
SBC Club Zone magazine 1	A4	24	90 - 115	Self	FC	150 000
SBC Club Zone magazine 1	A4	24	90 - 115	Self	FC	150 000
SBC Club Zone magazine 1	A4	24	90 - 115	Self	FC	150 000
SBC poster 1	A2	2 sided	180	n/a	FC	30 000
SBC poster 2	A2	2 sided	180	n/a	FC	30 000
SBC poster 3	A2	2 sided	180	n/a	FC	30 000
SBC poster 4	A2	2 sided	180	n/a	FC	30 000
SBC poster 5	A2	2 sided	180	n/a	FC	30 000
SBC envelopes	C5	+ logo	std	n/a	Colour logo	50 000
SBC covering letter	A4	2 sided	80	n/a	BW	8000
SBC points info	A5	2 sided	80	n/a	BW	8000
SBC register form	A4	2 sided	80	n/a	BW	8000
SBC alumni form	A4	2 sided	80	n/a	BW	80 000

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Heartbeat magazine 4	A4	48 - 64	125	4pp 160	FC	10 000
Heartbeat magazine 5	A4	48 - 64	125	4pp 160	FC	10 000
Heartbeat magazine 6	A4	48 - 64	125	4pp 160	FC	10 000
Heartbeat magazine 7	A4	48 - 64	125	4pp 160	FC	10 000
Heartbeat magazine 8	A4	48 - 64	125	4pp 160	FC	10 000
Heartbeat magazine 9	A4	48 - 64	125	4pp 160	FC	10 000
SBC Programme Report	210 x 210	24	115	4pp 160	FC	5 000
Women's Club magazine 1	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 2	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 3	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 4	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 5	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 6	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 7	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 8	A4	48-64	115	4pp 135	FC	20 000
Women's Club magazine 9	A4	48-64	115	4pp 135	FC	20 000
Boys Mentoring Project	A4	24	115	self	FC	2 000
Grade 4 ISHP	A4	32	90 - 115	Self	FC	800 000
Grade 4 ISHP Facilitator's Guide	A4	16	90 - 115	Self	FC	2 000
ISHP flip chart stand with posters	A2	8	180	1pp	FC	2 000