

كفاءة

المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center

نطاق عمل
(وكالات الدعاية والإعلان)
حملة لتبقى

Scope of Work
(Advertisement Agencies)
Litabqa Campaign

التعريف بالمركز السعودي لكفاءة الطاقة

Definition of the Saudi Energy Efficiency Center

دعم المحافظة على الثروة الوطنية من مصادر الطاقة بما يعزز التنمية والاقتصاد الوطني عن طريق ترشيد ورفع كفاءة استهلاك الطاقة بما يحقق أدنى مستويات الاستهلاك الممكنة بالنسبة للنتائج الوطني العام والسكان.

Support the maintenance of the national wealth of energy sources so as to enhance development of the national economy through rationalization and raising the efficiency of energy consumption in order to achieve the lowest possible consumption levels

الرسالة

Vision

يهدف المركز إلى ترشيد ورفع كفاءة استهلاك الطاقة ، وتوحيد الجهود بين الجهات الحكومية وغير الحكومية في هذا المجال.

The center aims to rationalize and raise the efficiency of energy consumption, and the unification of efforts between governmental and non-governmental organizations in this field.

الهدف

Mission

كفاءة

المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center

التعريف بالمركز السعودي لكفاءة الطاقة

Definition of the Saudi Energy Efficiency Center

Tasks

- The preparation of the national program for the rationalization of energy consumption.
- Development of policies, rules and regulations governing energy consumption and to support their application.
- Support the integration efforts of the concerned authorities to raise energy efficiency and coordination among them.
- Promote social awareness and public official in the field of rationalization and raising the efficiency of energy consumption.
- Participate in the implementation of some pilot projects which require the participation of the center.

المهام

- إعداد البرنامج الوطني لترشيد استهلاك الطاقة .
- تطوير السياسات والأنظمة واللوائح المنظمة لاستهلاك الطاقة ودعم تطبيقها .
- دعم تكامل جهود الجهات المعنية برفع كفاءة استهلاك الطاقة والتنسيق فيما بينها .
- تعزيز الوعي المجتمعي والرسمي العام في مجال ترشيد ورفع كفاءة استهلاك الطاقة .
- المشاركة في تنفيذ بعض المشاريع الريادية التي تتطلب مشاركة المركز .

حملة لتبقى

الحملة الوطنية لترشيد استهلاك الطاقة

Litabqa Campaign National Campaign for Energy Efficiency

مدة الحملة

Campaign Duration

40
Weeks

آخر موعد لتقديم العروض 27 فبراير 2019

التعريف بالحملة Campaign Introduction

حملة يطلقها المركز السعودي لكفاءة الطاقة ، يلقي الضوء من خلالها على أهمية الطاقة لأجيالنا القادمة وكيف نحافظ عليها لتبقى

A campaign launched by the Saudi Energy Efficiency Center that focuses on the importance of energy for our future generation and how we can make it last

متطلبات التقديم Submission Requirements

- يجب على وكالات الدعاية والإعلان الالتزام بالخطة المرفقة
- كتابة السعر لكل نشرة (spot) في التلفزيون والراديو والأوجه الإعلانية في الطرق والمجمعات التجارية والمطارات
- أن تكون نسبة الشركة على كامل المبلغ
- منصات التواصل الاجتماعي مطلوب شحنها فقط اما ادارة الحسابات والحملات الترويجية ستكون داخلية
- يراعى أن الحملة تحتوي تقريباً على عدد ٤ تصاميم للإعلانات الخارجية
- تقدم التسعيرات نسخة ورقية بخطاب رسمي مختوم موجه للمركز السعودي لكفاءة الطاقة
- **ملاحظة: لن يتم استقبال أي عروض عن طريق الايميل**
- يتم استخدام نفس النموذج في التسعير وفي حال رغبتكم في اضافة عامود أو صف يمكنكم استخدام نفس النموذج

كفاءة

المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center

Malls المجمعات التجارية	Airports المطارات	Outdoor الطرق
Radio الإذاعة	Electronic Newspapers الصحف الالكترونية	Television التلفزيون
Social media apps & Websites (New Media) مواقع الإنترنت والتطبيقات وشبكات التواصل الاجتماعي (الاعلام الجديد)		

معايير التقييم Evaluation Criteria

- Previous Projects (Type and quality of previously conducted awareness campaigns)
- Age and size of company in the market (years of experience in the field)
- Company's headquarter and branches
- Type of clients
- Number of individuals working in the team
- Cost

- المشاريع السابقة للشركة (نوعية وجودة الحملات الاعلانية المنفذة سابقاً - حملات توعية)
- عمر وحجم الشركة في السوق (سنوات الخبرة في مجال العمل)
- مقر الشركة وفروعها
- نوع العملاء
- عدد فريق العمل
- التكلفة

ترسل المعايير السابقة في ملف مرفق مع العرض المالي
Criteria should be sent in a separate file along with the financial offer

TV

Channel	Program	Duration	Spots	Supplier
Rotana Khalijia	Koora, Ya Hala and Sayidaty	30 sec	640	RMS
Rotana Cinema	Prime time Movies	30 sec	420	
			1,060	
SBC	Red Segment - Peak Period - Any Day	30 sec	19	SBC
	Green Segment -Regular Period - Any Day	30 sec	39	
	Rerun - Any Day	30 sec	42	
			100	
MBC 1	Main News	30 sec	20	AMS
	Maaly Al Mowaten - معالي المواطن	30 sec	16	
	Trend Al Saudiyah	30 sec	4	
	Kalam Nawaem	30 sec	8	
	The Wall	30 sec	8	
	Takahareef	30 sec	8	
	Sada Al Malaeb-Live	30 sec	20	
	MBC In A week	30 sec	16	
MBC 2				
MBC 4	Movie 21:00 hrs / 23:00 hrs	30 sec	24	
	Arab's Got Talent	30 sec	8	
Al Arabiya				
	Main News Bulletin 21:00 - 22:00	30 sec	20	
KSA Sports	Saudi Premiere League Derby & Classico Matches Sept - Dec 2019	30 Sec	62	Saudi Media Co.
	Total		1,374	

Radio

Channel	Time	Duration	Spots	Supplier
Rotana FM	morning, Noon, Evening and Night	30 sec	500	RMS
Mix FM	morning, Noon, Evening and Night	30 sec	500	Mix FM
UFM	morning, Noon, Evening and Night	30 sec	500	ARM
Alef Alef	morning, Noon, Evening and Night	30 sec	500	Alef Alef
MBC FM	morning, Noon, Evening and Night	30 sec	250	AMS
Total			2,250	

Outdoor

Media	City	Faces	Period	Supplier
Super Mega	Khamis Musheit	2	6 months	Attention
	<u>10 Sec - Every 4 Minutes</u>	<u>Screens</u>		
LED Screens	Riyadh	5	6 months	Al Arabia
	Jeddah (Small 4x3)	4	6 months	
	Khamis Musheit	1	6 months	
	Madina	1	6 months	
	<u>Total Alarabia</u>	<u>11</u>		
	Dammam	3	6 months	Great Communication
	<u>Total Great Communication</u>	<u>3</u>		
Unipoles	Dammam	4	6 months	Mass Media
Bridges	Jeddah	6	6 months	Great Communication
Giant LED	Jeddah	3	6 months	Faden Media
		-		
LED Screens	Riyadh-Big Screen (10x5) - 15 Sec Every 3 Minutes	7	2 Weeks	Al Arabia
	Makkah-Big Screen (16x8) - 15 Sec Every 3 Minutes	1	2 Weeks	
	Jeddah-Big Screen (10x5) - 15 Sec Every 3 Minutes	2	2 Weeks	
	Madina-Big Screen (10x5) - 15 Sec Every 3 Minutes	1	2 Weeks	
	Khamis Musheit - 15 Sec Every 3 Minutes	1	2 Weeks	
	<u>Total Alarabia</u>	<u>12</u>		

Media	City	Faces	Period	Supplier	
LED Screens	Jeddah 15 Sec Every 3 Minutes	8	2 Weeks	Great Communication	
	Kharj 15 Sec Every 3 Minutes	2	2 Weeks		
	Makkah 15 Sec Every 3 Minutes	1	2 Weeks		
	Dammam 15 Sec Every 3 Minutes	5	2 Weeks		
	Qatif 15 Sec Every 3 Minutes	1	2 Weeks		
	Al Ahsa 15 Sec Every 3 Minutes	2	2 Weeks		
	Buraidah 15 Sec Every 3 Minutes	1	2 Weeks		
	Onaizah 15 Sec Every 3 Minutes	1	2 Weeks		
	Hail 15 Sec Every 3 Minutes	1	2 Weeks		
	Jazan 15 Sec Every 3 Minutes	1	2 Weeks		
	Jubail 15 Sec Every 3 Minutes	1	2 Weeks		
	Najran 15 Sec Every 3 Minutes	1	2 Weeks		
	Hafr Al Baten 15 Sec Every 3 Minutes	1	2 Weeks		
	Sabia 15 Sec Every 3 Minutes	1	2 Weeks		
	Dwadmi 15 Sec Every 3 Minutes	1	2 Weeks		
		<u>Total Great Communication</u>	<u>28</u>		
		<u>Total Alarabia+Great Communication</u>	<u>40</u>		

Outdoor

Media	City	Faces	Period	Supplier
Megacom	Riyadh	240	2 Weeks x 2 Campaigns	Al Arabia
	Jeddah	150	2 Weeks x 2 Campaigns	
	Dammam	120	2 Weeks x 2 Campaigns	
	Jizan	30	2 Weeks x 2 Campaigns	
	Jubail	20	2 Weeks x 2 Campaigns	
	Baha	20	2 Weeks x 2 Campaigns	
	Abha	40	2 Weeks x 2 Campaigns	
	Taif	20	2 Weeks x 2 Campaigns	
				Handling Cost + Printing
	<u>Total Megacom Alarabia</u>	<u>640</u>		
Megacom	Makkah	60	2 Weeks x 2 Campaigns	Attention
	Madina	80	2 Weeks x 2 Campaigns	
	Onaizah (Qassim)	20	2 Weeks x 2 Campaigns	
	Sakaka	20	2 Weeks x 2 Campaigns	
	Najran	10	2 Weeks x 2 Campaigns	
	Tbouk	50	2 Weeks x 2 Campaigns	
	Dwadmi	20	2 Weeks x 2 Campaigns	
	Arar	30	2 Weeks x 2 Campaigns	
	Muhail Asir	20	2 Weeks x 2 Campaigns	
				Handling Cost + Printing
	<u>Total Megacom Attention</u>	<u>310</u>		
Megacom	Bureida	20	2 Weeks x 2 Campaigns	Al Marasem
				Handling Cost + Printing
	<u>Total Megacom</u>	<u>970</u>		

Outdoor

Media	City	Faces	Period	Supplier
Super Mega Tower	Khamis Musheit	10	2 Weeks	Attention
	Total Super Mega Tower Attention			Handling Cost + Printing
	Jeddah	5	2 Weeks	Al Arabia
	Total Super Mega Tower Alarabia			Handling Cost + Printing
	Total Super Mega Tower	15		
Mega Post	Dammam	500	2 Weeks x 2 Campaigns	Attention
	Total Mega Post	500		Handling Cost + Printing
Mupi	Hafr Al Batin	20	2 Weeks	Attention
	Total Mupi Attention	20		Handling Cost + Printing
	Al Kharj	40	2 Weeks	Al Marasem
	Bisha	20	2 Weeks	
	Total Mupi Al Marasem	60		Handling Cost + Printing
	Taif	20	2 Weeks	Al Arabia
	Yanbu	20	2 Weeks	
	Hail	20	2 Weeks	
	Total Mupi Alarabia	60		Handling Cost + Printing
Portrait	Riyadh-Portrait (Tahlia)	80	2 Weeks	Al Arabia
	Total Portrait Alarabia	80		Handling Cost + Printing
	Total Mupi+Portrait Faces	220		

Media	City	Faces	Period	Supplier
Unipoles	Buraidah	1	1 Month	Al Marasem
	Onaizah	1	1 Month	
	Hail	1	1 Month	
	Khamis Musheit	1	1 Month	
	Najran	1	1 Month	
	Total	5		
Unipoles	Riyadh	4	6 Months	Attention
Bridges	Al Ahsa	2	2 Weeks	Attention



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Outdoor

Media	City	Faces	Period	Supplier	
Airport Signs					
Riyadh	Bon Voyage Arch 1	1	2 Weeks x 6 Campaigns	JCDecaux	
	Bon Voyage Premiere Mupi - GM1	1	2 Weeks x 6 Campaigns		
	Farewell Giant Unipole (UB-10)	2	2 Weeks x 6 Campaigns		
	Bridge Lights	2	2 Weeks x 6 Campaigns		
	Serenity Lights	24	2 Weeks x 6 Campaigns		
	Discovery Frames	3	2 Weeks x 6 Campaigns		
	Discovery Totems + Lights	13	2 Weeks x 6 Campaigns		
-					
Jeddah	Giant Unipole - UF09	2	2 Weeks x 6 Campaigns		
	Farewell Unipole - UF 06	2	2 Weeks x 6 Campaigns		
	Bon Voyage Grand Frame -Intl	1	2 Weeks x 6 Campaigns		
	Discovery Totems - B	13	2 Weeks x 6 Campaigns		
-					
Dammam	Farewell Overpass	2	2 Weeks x 6 Campaigns		
	Bon Voyage Totems A	8	2 Weeks x 6 Campaigns		
	Discovery Frame A	1	2 Weeks x 6 Campaigns		
	Discovery Light Intl.	4	2 Weeks x 6 Campaigns		
	Discovery Light Intl.	1	2 Weeks x 6 Campaigns		
	Discovery Screens	7	2 Weeks x 6 Campaigns		
	<u>Total</u>	<u>87</u>			
In-Mall LED Screens	Riyadh	31	2 Weeks x 2 Campaigns	Great Communication	
	Jeddah	42	2 Weeks x 2 Campaigns		
	Dammam/Khobar	6	2 Weeks x 2 Campaigns		
	Makkah	2	2 Weeks x 2 Campaigns		
	Al Ehsa	1	2 Weeks x 2 Campaigns		
	Tabuk	1	2 Weeks x 2 Campaigns		
	<u>Total</u>	<u>83</u>			
In-Mall Mupis - SDM	Riyadh - Animated Ad 10"	<u>10 Circuits</u>	2 Weeks x 2 Campaigns	Wave Media	
	Jeddah - Animated Ad 10"		2 Weeks x 2 Campaigns		
	Dammam/Khobar - Animated Ad10"		2 Weeks x 2 Campaigns		
	Handling Fees		2 Weeks x 2 Campaigns		
	<u>Total Faces</u>	<u>600</u>			

Social Media

Media	AD Format	Recharge (SR)	Once	Total (SR)
<u>ONLINE (SM)</u>				
Youtube.com	Video Ad (Views) + Masthead	1,850,000	1	1,850,000
Twitter.com	Promoted Tweet + #Trend	1,500,000	1	1,500,000
GDN & Layover	In-Stream Banner	900,000	1	900,000
Instagram+facebook	Promoted	1,250,000	1	1,250,000
Snapchat	Promoted + Filter+ Sponser + Lenses	500,000	1	500,000
			Total	6,000,000
ملاحظة : منصات التواصل الاجتماعي مطلوب إعادة شحن فقط أما ادارة الحسابات والحملات الترويجية ستكون داخلية				

Mobile & Apps

Media	AD Format	Language	Size	Pricing	Impressions	Ins
Portals						
Argaam	Take Over Desktop+Mobile	Ar	728x90, 300x250, Skins	CPM		2
Argaam	Take Over Desktop+Mobile	Ar	728x90, 300x250, Skins	CPM		
Argaam	Half Page Desktop	Ar	300x600 pxl	CPM	500,000	1
Argaam	Half Page Desktop	Ar	300x600 pxl	CPM		
Sabq	Mobile Overlay	Ar	320x480	CPM	800,000	1
Sabq	Mobile Overlay	Ar	320x480	CPM		
Sabq	Leaderboard	Ar	728x90	CPM	1,000,000	1
Sabq	MPU	Ar	300x250	CPM		
Koora	Mobile Overlay	Ar	320x480	CPM	500,000	1
Koora	Mobile Overlay	Ar	320x480	CPM		
Koora	Leaderboard	Ar	728x90	CPM	800,000	1
Koora	MPU	Ar	300x250	CPM		
Eurosport Arabia	Mobile Overlay	Ar	320x480	CPM	300,000	1
Eurosport Arabia	Mobile Overlay	Ar	320x480	CPM		
Eurosport Arabia	Leaderboard	Ar	728x90	CPM	500,000	1
Eurosport Arabia	MPU	Ar	300x250	CPM		
HawaWorld	Mobile Overlay	Ar	320x480	CPM	300,000	1
HawaWorld	Mobile Overlay	Ar	320x480	CPM		
HawaWorld	Leaderboard	Ar	728x90	CPM	500,000	1
HawaWorld	MPU	Ar	300x250	CPM		
Total Impressions					5,950,000	

Media	AD Format	Language	Size	Pricing	Impressions	Ins
Jamalouki	Mobile Overlay	Ar	320x480	CPM	300,000	1
Jamalouki	Mobile Overlay	Ar	320x480	CPM		
Jamalouki	Leaderboard	Ar	728x90	CPM	500,000	1
Jamalouki	MPU	Ar	300x250	CPM		
Nawa3em	Mobile Overlay	Ar	320x480	CPM	300,000	1
Nawa3em	Mobile Overlay	Ar	320x480	CPM		
Nawa3em	Leaderboard	Ar	728x90	CPM	500,000	1
Nawa3em	MPU	Ar	300x250	CPM		
Laha	Mobile Overlay	Ar	320x480	CPM	300,000	1
Laha	Mobile Overlay	Ar	320x480	CPM		
Laha	Leaderboard	Ar	728x90	CPM	500,000	1
Laha	MPU	Ar	300x250	CPM		
Hia	Mobile Overlay	Ar	320x420 pxl	CPM	500,000	1
Hia	Mobile Overlay	Ar	320x420 pxl	CPM		
Sayidaty	Mobile Overlay	Ar	320x420 pxl	CPM	500,000	1
Sayidaty	Mobile Overlay	Ar	320x420 pxl	CPM		
Ajel	Mobile Showcase	Ar	300x250 pxl	CPM	1,200,000	1
Ajel	Mobile Showcase	Ar	300x250 pxl	CPM		
Ajel	Leaderboard	Ar	728x90 pxl	CPM		
alriyadh.com	Mobile Showcase MPU exclusive Main Page	Ar	300x250 pxl	Fixed	TBD	1
Okaz	Mobile Overlay	Ar	320x480 pxl	CPM	400,000	1
Okaz	Mobile Overlay	Ar	320x480 pxl	CPM		
Okaz	MPU	Ar	300x250 pxl	CPM	1,500,000	1
Okaz	Leaderboard	Ar	728x90 pxl	CPM		
Total Impressions					6,500,000	

Mobile & Apps

Media	AD Format	Language	Size	Pricing	Impressions	Ins
Portals						
aawsat.com	Mobile Overlay	Ar	320x420 pxl	CPM	500,000	1
aawsat.com	Mobile Overlay	Ar	320x420 pxl	CPM		
aleqt.com	Mobile Overlay	Ar	320x420 pxl	CPM	500,000	1
aleqt.com	Mobile Overlay	Ar	320x420 pxl	CPM		
al-jazirah.com	Mobile Overlay	Ar	320x480 pxl	CPM	800,000	1
al-jazirah.com	Mobile Overlay	Ar	320x480 pxl	CPM		
arriyadiyah.com	Mobile Overlay	Ar	320x420 pxl	CPM	500,000	1
arriyadiyah.com	Mobile Overlay	Ar	320x420 pxl	CPM		
Al Madina	Mobile Overlay	Ar	320x480 pxl	CPM	1,000,000	1
Al Madina	Mobile Overlay	Ar	320x480 pxl	CPM		
Makkah NP	Mobile Overlay	Ar	320x480 pxl	CPM	1,000,000	1
Makkah NP	Mobile Overlay	Ar	320x480 pxl	CPM		
rotana.net	Mobile Overlay	Ar	320x480 pxl	CPM	500,000	1
rotana.net	Mobile Overlay	Ar	320x480 pxl	CPM		
rotana.net	Pre-Roll and Mid Roll Video	Ar	6 to 20 Sec Video	CPM	400,000	1
rotana.net	Pre-Roll and Mid Roll Video	Ar	6 to 20 Sec Video	CPM		
alwatan.com.sa	MPU	Ar	300x250 pxl	CPM	800,000	1
alwatan.com.sa	Leaderboard	Ar	728*90 pxl	CPM		
Al youm NP	MPU	Ar	300x250 pxl	CPM	1,000,000	1
Al youm NP	MPU	Ar	300x250 pxl	CPM		
Shoot-sa.com	Mobile Overlay	Ar	320x420 pxl	CPM	1,000,000	1
Shoot-sa.com	Mobile Overlay	Ar	320x420 pxl	CPM		
Tota Portalsl Impressions					8,000,000	

Media	AD Format	Language	Size	Pricing	Impressions	Ins
Mobile Applications						
NabdApp	Native Ad	Ar	Static/Video	CPV	100,000	1
NabdApp	Native Ad	Ar	Static/Video	CPV		
NabdApp	Powerfull MPU Banner	Ar	300 x 250 pxl	CPV	1,500,000	1
NabdApp	Powerfull MPU Banner	Ar	300 x 250 pxl	CPV		
NabdApp	Overlay/ Interstitial	Ar	320x480 pxl	CPM	400,000	1
NabdApp	Overlay/ Interstitial	Ar	320x480 pxl	CPM		
Anghami App	Audio		Audio + Retina	CPM	3,000,000	1
Anghami App	Audio		Audio + Retina	CPM		
360Sport	Mobile Overlay	Ar	320x420 pxl	CPM	250,000	1
360Sport	Mobile Overlay	Ar	320x420 pxl	CPM		
360Sport	Mobile MPU	Ar	300x250 pxl	CPM		
360Sport	Sharethrough Native Ad	Ar	-	CPM		
365 Score	App Launch Take over	Ar	Interstitial (Static 1080x1920 / Video)	CPM	500,000	1
365 Score	Native AD	Ar	Button 200*200px PSD for logo	CPM	500,000	1
365 Score	Static Banner	Ar	640x100 pxl	CPM		
Dawri Plus	Display	Ar	Banner	CPM	1,500,000	1
Dawri Plus	Display	Ar	Banner	CPM		
Dawri Plus	Sponsorship 3 Days	Ar	Sponsorship 3 allocation			3
Total Imp. Mobile Apps					7,750,000	
Fork Media						
Okaz	Impulse	Ar		CPM	200,000	1
Okaz	UV Format	Ar		CPM	150,000	1
Sayidaty	UV Format	Ar		CPM	150,000	1
aleqt.com	Impulse	Ar		CPM	150,000	1
Hia	Impulse	Ar		CPM	150,000	1
Total Imp. Fork Media					800,000	

شكراً لكم

كفاءة

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