

abc

authorities buying consortium

TENDER: PROVISION OF ADVERTISING SERVICES
PERIOD: 1 JUNE 2007 TO 31 MAY 2008/9
SCHEDULE NO: 31/06 CP/5

SUPPLIER: Barkers Scotland Ltd
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ACCEPTANCE SCHEDULE
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This and the following pages is the Acceptance Schedule referred to in the foregoing Letter of Acceptance from Renfrewshire Council on behalf of the Authorities Buying Consortium addressed to BARKERS SCOTLAND LTD, 18 RUTLAND SQUARE, EDINBURGH, EH13 0RQ in respect of 31/06 CP/5 for the Provision of Advertising Services for the period 1 June 2007 to 31 May 2008 with the option to extend for a year until 31 May 2009.

PRICING

Discounts are fixed for the lifetime of the contract

SCHEDULE 1A – Media Rebates

Barkers would retain the following media commissions (typically 10 or 15% in total) with the balance being rebated to abc members on a pro rata basis annually.

Spend per annum	Barkers retains (%)	Equivalent to abc	
		15% Media	10% Media
£0 - £1.0m	4%	11%	6%
£1.0m - £2.0m	3.5%	11.5%	6.5%
£2.0m - £3.0m	3.0%	12%	7%
£3.0m - £4.0m	2.5%	12.5%	7.5%
over £4.0m	2.0%	13%	8%

Once the aggregate spend reaches a new banding the rebate would apply to the total amount.

All rebates are dependant on payment within 30 days net of invoice date.

All rebates and discounts apply to all categories of print advertising, recruitment/non-recruitment, display and semi display. Barkers would refund at source the equivalent of Barkers retaining 4% income. Any additional rebates would be paid annually on a retrospective basis to each member council on a pro rata basis.

In addition, due to Barkers buying power they will from time to time be able to negotiate ad hoc discounts, preferential position and on occasion editorial coverage.

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SCHEDULE 1B

For housestyle advertising Barkers does not charge for artwork production, help with copy, administration, dispatch of advertisements, or any other areas of the service as shown below.

	Barkers Cost	Value
Set up costs	Free	£50 per hour
Advice on house styles	Free	£50 per hour
Typesetting	Free	£1.00 per scc
Artwork Dispatch	Free	£28 per transaction
Copy edits	Free	£50 per hour
Copy/Training Seminars (up to 2 in first year)	Free	£600 per seminar

Rationalising Press Advertising

Barkers can provide, upon request, a specialist writer to audit and summarise the content of the advertisements which are currently drafted by line managers and HR generalists. This will typically reduce the amount of space required by 5-10% without any loss of meaning or impact on response.

EARLY SETTLEMENT DISCOUNT

Barkers terms are 30 days from date of invoice. Failure to settle by the due date allows Barkers to reserve the right to apply Late Payment Legislation.

Barkers would create credit facilities to each individual council allowing their individual spend and rebate levels to be tracked, while the aggregate figures can be reported back to the ABC for MI purposes.

Settlement Period	% Discount
14 Days	0.25% from date of invoice
7 Days	0.50% from date of invoice

Qualifying rebates resulting from early settlement will be added to the Retrospective Rebate and paid retrospectively on an annual basis to each member council on a pro rata basis.

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SCHEDULE 1A - % Discount from Public Sector Rate Card

PUBLICATION	Recruitment /Public/ Legal Notice Discount %	Other Discounts	Comments
The Herald	11%		Public sector rate £55scc, £85 ratecard
The Scotsman	11%	36%	£49 scc rate inc colour, normal rate £61 plus 25% colour supplement
Daily Record and Sunday Mail	11%	23%	Free colour on recruitment ads (normally 30% supplement)
Daily Record	11%	23%	Free colour on recruitment ads (normally 30% supplement)
East Kilbride News	6%		
Evening Times	11%		
Glasgow South & Eastwood Extra	6%	12%	10.3% colour supplement v 25% colour supplement at ratecard
Jewish Chronical	6%		
Jewish Telegraph	6%		
Metro	11%		
Planning	6%		
The Big Issue in Scotland Ltd	6%		
Asian Extra	6%		
Estates Gazette	8.5%		
Materials Recycling Week	6%		
The Times Education Supplement	8.5%		
Guardian	11%		
Civil Engineer	6%		
Eastwood Extra	6%	12%	10.3% colour supplement v 25% colour supplement at ratecard
Greenock Telegraph	6%		
Clyde Post	6%		
Barrhead News	6%	14%	Ratecard £11.90 recruitment, £11.05 public notices – Barkers rate £10.25
Clydebank Post	6%		
Dunbarton & Vale of Leven Reporter	6%		
Inside Housing	6%		

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SCHEDULE 2 – Additional Charges

SCHEDULE 2A – Drafting

For basic copywriting or copy amends carried out by your Account Co-ordinator no additional charge is made.

For professional copywriters in the Creative Team to draft copy a rate of £50/hour is charged.

Additional Amendments (Housestyle)

Once copy is sent through for you for approval two rounds of alterations can be made free of charge. For subsequent council amendments a charge of £10 will be made for each round.

SCHEDULE 2B – Plan a specific advertising campaign and design of promotional material.

Ongoing Account Management is free of charge for candidate attraction activity, which includes advice on and planning of specific advertising campaigns.

For design of promotional material by the Creative Team a rate of £50/hour is charged. 3rd party costs such as printing are not included in these proposals and is quoted on a per campaign basis.

SCHEDULE 2C - Special Artwork

For artwork designed by the Creative team a rate of £50/hour is charged. 3rd party costs such as photography are not included in these proposals and is quoted on a per campaign basis.

SCHEDULE 2D – Administration Internet Recruitment

Assuming all relevant accesses and processes are created for Barkers by member councils, to their recruitment pages, their Account Co-coordinator will upload each vacancy, manage the site, and delete each vacancy after the closing date on either of the 2 options listed below. Barkers would be happy to discuss with any member council as to the best solution for them.

Option 1

A fixed cost of £500 per month per council irrespective of the number of vacancies received.

Option 2

A variable cost of £10 per vacancy

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TRAINING

Inclusive training which can be provided is as follows:

Copywriting – Seminars can be arranged to enable member councils to gain the maximum advertising impact for best value. Typically these are 2 hour interactive seminar sessions and can be run with a small group of HR staff through to a large group (20+) line managers.

Agency Visits – There is an opportunity for member councils to visit Barkers at close hand to see how the agency works, from setting an advertisement, writing a brief through to the creative approach. An agency visit should take between 1 and 3 hours depending on client time constraints.

Media Visits - There is an opportunity for member councils to visit the media at their premises to get a greater understanding of their business. The media can also visit councils and carry out presentations. These vary in duration but again are tailored to the clients timescales.

Internet Breakfasts - Due to the rate of change and new solutions on the market Barkers organise Internet Breakfasts on a regular basis, Barkers E-strategist will present the latest trends, products, and case studies available to member councils in the world of e-recruitment. These typically last from 8.30am to 10am.

Other training opportunities such as presenting the latest products or services in the market would be arranged as and when the opportunity arises.

OPTIONAL PROJECT BASED COSTS

General and ongoing Account Management is free of charge however for specific and dedicated projects the following consultancy rates would apply per day per person plus reasonable expenses:

Technical Project Management (e-recruitment)	£500
Recruitment Audit	£700
Research: Desk research	£500
Planning/focus groups/senior level 3rd party interviews	£700
Diversity Consultancy	£700

All other project work will be quoted for as the need arises.

In addition to the daily rate costs quoted above, when a brief has been taken for a project it could be quoted on a fixed cost basis also.