

SPECIFICATION – BILLBOARD ADVERTISING

1. SPECIFICATION

The University seeks the services of an experienced media and advertising consultancy that will design advertising material for a 9mx9m outdoor billboard on the MUT North Campus. The service provider will design, print, and mount an outdoor billboard advert to be displayed at the University's North Campus. The billboard material must withstand all weather conditions as this will be displayed outdoors for 3 months.

2. Roles and responsibilities

The roles and responsibilities will include:

- a) Design of the advertisement adhering to the University's corporate identity manual
- b) Layout and print according to size specification of 9mx9m
- c) Mount the advert on a high wall at an identified location on campus
- d) Monitor that the advert remains intact for three months
- e) Take responsibility to redesign and re-install should the advert be damaged by the weather within three months from the installation date

3. Mandatory requirements

To be considered, the quotation should include the following:

- a) CV of the graphic designer indicating at least 18 months of experience in visual communication.
- b) A graphic design qualification, attach diploma or degree
- c) a mock design of the advert taking to consideration MUT brand elements, space, and distance. (content to be available on request).

