



هيئة تنظيم الاتصالات  
Telecommunications Regulatory Authority

### **Request for Proposal for Design and Production of TRA 2009 Annual Report**

The Telecommunications Regulatory Authority (TRA) is seeking proposals on the design and production of its annual report for 2009. The 2009 Annual Report should, as a minimum requirement, match the quality of TRA 2008 Annual Report.

The proposal for the 2009 annual report should cover the following specifications:

- 1 **Number of Pages:** The annual report will consist of 2 sections 40 pages each, Arabic and English, bringing the total to approximately 80 pages plus covers.
- 2 **Theme:** There should be an overall theme for the publication. Creative agencies are required to extract and relate the theme to what has been achieved by TRA during 2009. Details of the Authority's activities can be found on TRA website at [www.tra.org.bh](http://www.tra.org.bh). If you have more than one idea for the theme, you are welcome to present up to three.
- 3 **Design & Graphics:** All submissions must provide design concepts for at least:
  - a. Annual Report cover
  - b. inside pages one page per section, (e.g. General section, Finance section)
  - c. Annual Report envelop options
- 4 **Number of copies:** 700
- 5 **Cost information:** All Artworks, design and photography if any costs should be submitted in breakdown format. The production details should also be submitted on an indicative basis as per the requirement details above. Samples of the proposed papers should be supplied with the financial proposal.
- 6 **Production timeline:** TRA is aiming to produce the full quantity of the 2009 Annual Report by end of April 2010, any changes to the timeline should be agreed by both parties.

Should your firm be interested in submitting a proposal for the design and production of TRA 2009 Annual Report, kindly provide your proposal including the above details and related costs, in addition to your corporate profile, in a sealed envelope by no later than **4 p.m. on February 28, 2010** to:

Mr. Basil Al Arrayed  
Director of Communications & Consumer Affairs  
Telecommunications Regulatory Authority

The financial proposal should be submitted in a sealed separate envelop.

TRA will evaluate all proposals received, and will subsequently contact only the short-listed firms. The decision of which company to appoint resides solely with TRA. Should more than one respondent submit similar applications, the decision of which company to appoint resides with TRA. Companies which are not selected will not be reimbursed for the cost of preparing for the bid.

TRA 2008 Annual Report can be collected from TRA office and can be viewed from TRA website at [www.tra.org.bh](http://www.tra.org.bh)

Basil Al Arrayed  
Director of Communications & Consumer Affairs  
10 February 2010