

U.S. EMBASSY, ADDIS ABABA
Invitation for bid of
Comprehensive Media Environment Survey, PR8346661

The Embassy of the United States of America, Addis Ababa, invites all eligible bidders to provide a quotation to conduct a nationwide media environment survey for Ethiopia:

The survey must include, but is not limited to:

- Collect and analyze data on how Ethiopians receive information nationwide.
- Identify differences between media reach in urban and rural populations.
- A report on what informational platforms - television, print, radio, outdoor [e.g. billboards, banners, posters], online, and in which languages - are most effective in different parts of the country as well as highlighting the reach (geographically and audience type/numbers) of individual media outlets.

Interested vendors should explain the methodology that will be used in order to conduct the survey (including sample size, geographic coverage, and the means of collecting data). Vendors should be prepared to demonstrate their capacity to conduct the survey and work in cooperation with the U.S. Embassy to develop the parameters including scope, content, and scheduling of the campaign.

Offer MUST contain the following information. Any supplier with incomplete information for the following three items will be disqualified.

- 1- Requisition Number: **PR8346661** on the subject of the quote email
- 2- Full address of the supplier with DUNS # / SAM registered, <https://www.sam.gov>
- 3- Clearly stated delivery time of the survey.

Eligible suppliers can submit price quotation including all costs by email to: addigsoprocurement@state.gov, **Attn: Kumlachew Teferi**, before August 15, 2019 COB.