Terms of Reference

Banner Advertisement for website

Project: Monitoring, Evaluation, and Communication (MEC II)
Project number: 2018.2008.3-001.00

1. SHORT DESCRIPTION OF THE PROJECT

The Monitoring, Evaluation, and Communication Project (MEC) is commissioned by the German Federal Ministry of Economic Cooperation and Development (BMZ) since 2013 and the German Federal Foreign Office (AA) since 2017. MEC handles the public relations, communication, and monitoring and evaluation of the German Development Cooperation's portfolio in Afghanistan, and has the two below module objectives:

- Objective 1: The public, political multipliers in Afghanistan, and decision-makers in Afghanistan and Germany are informed evidence-based and gender-sensitive about German cooperation with Afghanistan.

- Objective 2: The Afghan Ministry of Economy has established a reporting system on the progress of national development projects on the basis of M&E.

2. SCOPE OF WORK

As part of MEC's communications strategy, an important aspect of the Afghan-German Cooperation is maintaining the website https://www.ez-afghanistan.de/de. To promote the website to the Afghan population, MEC is looking to place banner ads on relevant news websites in Afghanistan. For this assignment, we are looking for websites to publish banner-ads in three languages, linking back to our website.

3. DESCRIPTION OF THE ASSIGNMENT

- Publish banner-ads (designs delivered by MEC) on front and sub-pages of web publication linking to https://www.ez-afghanistan.de/de
- Banners are in different languages (English, Dari, Pashto). These need to be placed on the corresponding language displayed on the front page of the contractor's website (Alternatively, the banners can rotate between languages) The banner should link to the respective language version of https://www.ez-afghanistan.de/de based on the banner's language
- Create banner-ads equal to 970x90 pixels, 300x200 or any other size available and suitable for the banner
- Replace banners on request by MEC
- Working language: English

4. WEBSITE PROFILE

- Website in all three languages: English, Dari, Pashto
  - Ranking in the top 30 on Alexa for Afghanistan at time of handing in the offer (https://www.alexa.com/topsites/countries/AF)

5. LOCATION AND DURATION

- Start and duration: April 1, 2021 – Dec 31, 2021

- Deadline for completion: 31 Dec 2021
- Location(s) of assignment: Online

6. REPORTING & DELIVERABLES

To keep MEC informed on the click through rate of the published ad, reports are to be sent to MEC on the statistics of the published ad on the following dates:

- 1st April (to include statistics of the ad from 1st Jan 2021 to 31st March 2021)
  1st July (to include statistics of the ad from 1st April 2021 to 31st June 2021)
  1th October (to include statistics of the ad from 1st July 2021 to 31st September 2021)
  31st December for the final report (to include statistics of the ad from 1st October 2021 to 31st December 2021 and From 1st April till end of December. A summary of the statistics for the advertisement from 1st April 2021 to 31st December 2021)

These reports should include statistics on:

- The number of clicks per month in total
- The number of clicks per month in English
- The number of clicks per month in Dari
- The number of clicks per month in Pashto

The report should be in PDF format with a table clearly displaying the above figures.