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CLARIFICATIONS # 1

Contract name: Procurement of Communication and Outreach Activities Reference No.: RFQ/ MFK/ SHOPPING/ 2022/ NO. 003 Date: 19 Apr 2022		
No.	Question	Answer
1.	In the price quotation form, points 5.4 to 5.9 please clarify what unit of measure was intended when 50 units was planned, as it's not entirely clear?	The question is ambiguous.
2.	Please clarify what exactly is meant by the phrase "Frontal positioning of Online Material" as well as "price per pcm"?	Frontal positioning is position of our ads in the homepage of a portal, or our native ad in the main page of the portal.
3.	In the price quotation form, points 5.5, what's the intended meaning of "local TVs", Kosovo nationwide televisions or local Kosovo cities/regions televisions?	It's nationwide TVs.

4.	On the Lot 3 - Production, Online, Hybrid, Physical Event for the Translation services per event we wanted to know how long the event is planned to be (in average) so we know how to give a price for translation services - and whether the translation is physician or online?	We need price proposals for hybrid events up to 5 hours.
5.	On the Lot 3 - Production, Traditional and Online Media Buying for the Media presence of MFK's stories and events (list media and shows adding the price per presence) - do you mean presence or appearance of individuals who will represent the stories?	Native stories or presence of individuals present in the media.
6.	On the Lot 3 - Production, Traditional and Online Media Buying by "Online Media" do you refer to the online portals or televisions that also have an online presence?	Both, online portals and hybrid media.
7.	On the Lot 4 - Social Media by Boosting MFK campaigns do you want us to also include the sponsoring budget or only the fee to conduct such a service?	Only the fee to conduct such a service, the boosting budget differs from one campaign to the other.
8.	If we want to apply for all the lots, do we need to fulfill all the requirements that are listed individually for each lot (point IV, 10, Letter of Invitation)?	Yes, your understanding is correct.