



IN-FLIGHT MAGAZINE

Air Tanzania is looking at enrolling a qualified company to produce and publish the official Air Tanzania's *Safari Njema* in-flight magazine. The scope of the publication will include all appropriate aspects of a well produced magazine suitable for both residents and visitors. The magazine will be an authoritative publication of information on ATCL, its operations and destinations, and the aviation and travel industry primarily, as well as providing information on Tanzania's tourist attractions and its interest.

Proposed Role of ATCL;

ATCL is prepared to:

- Work with the publisher's editorial department in formulating the editorial content of the magazine, including soliciting, selecting and editing articles, and offering limited access to ATCL departments and staff for appropriate and approved interviews and photography.
- Make available, at no charge to the publisher, all existing research materials, manuscripts, and historic photographs and other images to be prepared for publication.
- Provide a letter of introduction from the the CEO of Air Tanzania Company Limited, which will be placed in a prominent position in the magazine by the publisher.
- Provide limited assistance in selecting companies that have the potential to be advertisers/sponsors.
- Provide insertion of the magazine into the seatback pockets of its aircraft and allow designation of the magazine as the "official CAL in-flight magazine."

Directors : Eng. Emmanuel Korosso (Chairman)
Dr. Eng. Mussa Iddi Mgwatu, Dr. Omari K. Mbura , Dr. Neema Mori Munishi, Eng. Leonard M. E. Chimagu,
Mr. Ibrahim A. Mussa

Proposed Role of the Publisher;

- Publish the magazine at its sole cost and expense, including printing, graphics, layout, typesetting, staffing, preparation costs and occasional author and photographer honoraria (articles and photographs may, from time to time, be provided by ATCL or its contacts at no cost to the Publisher).
- Decide on material (including articles, advertising, information etc.) to be included in the magazine subject to consultation with ATCL to ensure consistency with the ATCL's brand, mission and values.
- Provide ATCL quarterly with 5,000 copies of each issue (subject to flight loads and attrition rates – this is an interim number, it will later be discussed and agreed with) at no charge, with a minimum requirement of a new issue at every three months. Distribution restricted to ATCL approved locations, including in-flight and gateway lounges.
- Aggressively market the magazine with the purpose of obtaining advertising revenue.
- Prepare a revenue proposal whereby ATCL is adequately compensated for the exposure provided through the aircraft distribution outlet, including minimum guarantees and advertising revenue commission. Dedicate as many pages as necessary for ATCL in-flight information, news and features.
- Develop a proposal for an additional, high end publication (on a smaller scale if necessary) specifically targeted to ATCL's premium customer audience. The proposal should have a separate revenue plan selectively targeting exclusive high end advertisers, and must meet applicable guidelines set out above. The approved proposal would be implemented at an appropriate time for both parties.
- ATCL reserves the right to make changes to required volumes at any time during the contract period as operational needs require.
- ATCL reserves the right to reject any and all proposals received.
- ATCL will consider contract periods for an initial period of 1 year or longer.
- For those companies wishing to express their interest by submitting a proposal, you are required to also submit evidence of your company's ability to produce a quality product as well as a company background.
- ATCL acknowledges that all information submitted shall be kept in strict confidence.

The following are the basic requirements.

- i. Bank guarantee of TZS 10,000,000.00 to be reviewed periodically
- ii. Valid Business License
- iii. Tax Identification Number
- iv. Tax Clearance Certificate
- v. VAT Registration Number (VRN) Certificate
- vi. Company Profile.
- vii. Certificate of Registration
- viii. Physical Address.

You are therefore invited to submit your proposal in hard copy to the address below.

The Envelope should be addressed to:

**COMMERCIAL DIRECTOR,
AIR TANZANIA COMPANY LIMITED,
P .O. BOX 543,
DAR ES SALAAM.**

Note: So as to reach him on or before **Friday, 03rd August, 2018 at 17:00Hours**

AIR TANZANIA COMPANY LIMITED