

SABAH TOURISM BOARD SPECIFICATION

Quotation No. : STB/Q/2019/15
Date : 4 November 2019
Description : Press Release Distribution Services and Media Directory Access Services for Year 2020
 (1st January 2020 to 31st December 2020)

Location	Details	Additional Requirement
Sabah Tourism Board	<p><u>Scope of Service:-</u></p> <p>A) Media Directory Access</p> <ol style="list-style-type: none"> 1) Provide Sabah Tourism Board with access to local and international media directory. 2) Provide Sabah Tourism Board with the access and platform to view the contact details of media agencies, editors, reports and key opinion leaders. 3) Ensuring the media directory is always up-to-date. 4) Provide Sabah Tourism Board with unlimited access to the media directory. 5) Provide multiple users with access to the media directory. <p>B) Press Distribution</p> <ol style="list-style-type: none"> 1) Provide Sabah Tourism Board with the platform to distribute press releases, media invitations, caption stories or pitch stories to media agencies, press, reporters and key opinion leaders. 2) Provide Sabah Tourism Board with response report of the press release, invitation or stories sent to the media agencies, editors, reporters and key opinion leaders. <ol style="list-style-type: none"> 2.1 The response report can be the click rate or opened email status feedback report. 3) Provide Sabah Tourism Board with the ability to send press releases, media invitations, caption or pitch stories to local and international media agencies, editors, reporters or key opinion leaders. 4) Provide Sabah Tourism Board with the ability to send press releases, invitation or stories to the non-listed media from the platform's directory. 	<p>Payment to be made with invoice issued to relevant party.</p>

The following list of countries are the tourism markets targeted by Sabah Tourism Board for promotional marketing campaigns: -

SCOPE OF MEDIA (BY COUNTRY)
Malaysia
Brunei
Philippines
Indonesia
Singapore
Thailand
China
Taiwan
Japan
Hong Kong
South Korea
India
Middle East
United States of America
Australia
United Kingdom
Italy
Netherlands
Germany
Denmark
France
Sweden
Norway
Switzerland
Russia