

Service Level Agreement (SLA)	Target	Measure via
Delivery		
Delivers on time and against strategic objectives.	Advertising delivered on time and to the agreed schedule. Advert time proposed for publishing all PINs/RAs would be required within 4 working days' notice with proofs for approval required within 48 hours after the request but preferable next day.	Receipt of draft advertising proof – 90% delivered within 48 hours of request.
Delivery of Media	All media will reflect the most cost-effective targeting and be bought at the lowest possible rates taking advantage of any special rates which may be available to the Framework Public Body, without comprising quality or effectiveness. If late copy surcharges are levied, the contractor will use their expertise to reduce/negate any late copy surcharges	Reviewed within the media schedule and verified by the media auditor.
Accuracy	Realistic plans and schedules prepared in accordance with the Framework Public Body's brief and in a timely manner, meeting appropriate deadlines to enable full consideration and approval by a Framework Public Body, so that approval booking deadlines can be met.	Through media schedule, all errors are rectified within 24 hours of notification.
Service		
Contact reports despatched within 48 hours.	100%	Through service delivery
Status Report, Media schedules etc. should be prepared and distributed to the Framework Public Body on timing as agreed and as required.	100%	Through service delivery
All Framework Public Body's e-mails to be confirmed by e-mail within 24 hours.	100%	Through service delivery
All Framework Public Body calls to be returned within 2 hours.	100%	Through service delivery
Where required, the Contractor must be available to attend short notice meetings in a time agreed with the Framework Public Body, but as a minimum, within 2 hours.	100%	Through service delivery
The Contractor will advise the Framework Public Body of any revision to media schedules prior to booking or copy deadlines as appropriate	100%	Through service delivery
Full budget sheets to be issued at the end of every month.	100%	Through service delivery
The Contractor will provide an estimate of final media costs which must be approved as required by the Framework Public Body in writing and a purchase order raised before the relevant medium is booked.	100%	Through service delivery
Cost		
All undisputed invoices to be paid within 30 calendar days of issue.	100%	Confirmation of receipt and time of receipt by Scottish Procurement.
Any disputes over invoices must be resolved within 3 working days from the dispute arising	100%	Measured through payment process
Monthly billing run, must include one invoice per medium for each advert/campaign, per Framework Public Body, within 30 days following the burst of activity. Fees/commissions, other costs Value Added Tax (VAT) must be shown separately on all invoices as a strictly net charge.	100%	Measured through payment process spot checks carried out.
The Contractor shall aim to achieve 100% accurate invoicing. The accuracy of invoicing should not fall below 98% in any one month. In the event that an invoice is queried, the Contractor and the Framework Public Body shall undertake to resolve the issue within two working days of the dispute having arisen. Where it is not resolved within this period of time, the issue shall be escalated to the Framework Public Body's Contract Manager and Contractor's Account Manager.	98%	Measured through payment process.