

Jacket: 518-530
Title: FY24 SY25 2HSJ FLAG
Agency: USMC Recruiting Command
Bid opening: February 6, 2024 at 11:00 a.m., prevailing Eastern Standard Time

Jacket	Contractor Name	Quantity	Bid	Terms	Discount
*518-530	Monarch Litho	1,600,000	\$330,033.00	2 % 20 days	\$323,432.34
518-530	Advantage Mailing LLC	1,600,000	\$358,703.27	0.5 % 20 days	\$356,909.75
518-530	Phoenix Lithographing	1,600,000	\$394,035.84	5 % 20 days	\$374,334.05
518-530	RR Donnelley Consoliated G	1,600,000	\$382,992.00	Net % Net days	\$382,992.00

TN/RG

* AWARD

U.S. Government Publishing Office (GPO)
Midatlantic Region
General Terms, Conditions, and Specifications
For the procurement of
FY24 SY25 2HSJ FLAG
As requested from U.S. Government Publishing Office (GPO) by the
Marine Corps Recruiting Command

BID OPENING: Bids shall be opened at **11:00 a.m.**, prevailing Eastern Standard Time **February 6, 2024** at the U.S. Government Publishing Office, Midatlantic Region.

BID SUBMISSION: Bidders must email bids to bidsmidatlantic@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time. The program number and bid opening date must be specified in the subject line of the emailed bid submission. **Bids received after 11:00 AM EST on the bid opening date specified above will not be considered for award. This will not be a public bid opening.**

Bidders are to fill out, sign/initial, as applicable, Page 9.

ADDITIONAL EMAILED BID SUBMISSION PROVISIONS: The Government will not be responsible for any failure attributable to the transmission or receipt of the emailed bid including, but not limited to, the following

- 1) Illegibility of bid.
- 2) Emails over 75 MB may not be received by GPO due to size limitations for receiving emails.
- 3) The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
- 4) When the email bid is received by GPO, it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the emailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the email is received by GPO's email server as the official time stamp for bid receipt at the specified location.

For information regarding the solicitation requirements prior to award, please contact Theresa Nagel 757-490-7940 Ext. 3 or tnagel@gpo.gov

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (revised 9-19)).

GPO Contract Terms (GPO Publication 310.2) – <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/contractterms2018.pdf>

GPO QATAP (GPO Publication 310.1) – <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

- 1) Most recent profit and loss statement
- 2) Most recent balance sheet
- 3) Statement of cash flows
- 4) Current official bank statement
- 5) Current lines of credit (with amounts available)
- 6) Letter of commitment from paper supplier(s)

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential and used only for the determination of responsibility by the Government. Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

NOTE: Prior to award the apparent low vendor must be able to show ability to produce the product in question and may be asked to supply samples of similar items.

PAYMENT: Submitting invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing. Instruction for using this method can be found at the following web address:

<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management, Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>

Vendors are expected to submit invoices within 15 days of job shipping/delivery.

MODS: If any additional costs are incurred during the production of this job due to Government action (i.e. AAs), contractor is REQUIRED to submit written request to the Printing Specialist for written approval BEFORE proceeding.

Only a warranted GPO Contracting Officer acting within their appointed limits, has the authority to issue modifications or otherwise change the terms and conditions of this contract. If an individual other than the GPO Contracting Officer attempts to make changes to the terms and conditions of this contract, you shall not proceed with the change and shall immediately notify the GPO Contracting Officer. Proceeding with any work not authorized by the GPO Contracting Officer will be at the Contractor's own risk.

SUBCONTRACTING: The predominant production function is printing. Must be printed on a press capable of printing all colors in a single pass. Bidders who must subcontract this operation will be declared non-responsible.

PRODUCT: A direct mail package consisting of a pictorial window envelope, folded insert and (2) BRC reply cards, printing 4- color process, Pantone 296C (blue), Pantone 187C (red) plus overall gloss aqueous.

QUANTITY: 1,600,000 total package sets FIRM

TITLE: FY24 SY25 2HSJ FLAG

NOTE: Quantity is 6,400,000 pieces for 1,600,000 complete packages (includes overs for the mailing and samples). Package to be assembled and addressed at the lettershop.

DESCRIPTION:

***All PMS color must be shown in proofs as close as possible to the actual color.

***Delivery Date is non-negotiable. Second round proofs may be required and should be considered and included in cost estimate when bidding on projects/schedule.

***SECOND ROUND PROOFS are changes to existing proofs. Corrections (color and/or copy) to be made by the printer and the output of proofs need to be included your price.

*** FINAL FILES - Upon completion of the printing, printer needs to provide two (2) labeled final digital downloads along with a directory of what was printed.

*** FINAL SAMPLES Printer is to supply the agency with 75 samples of each version not sealed prior to shipping full run to Data Mail (These samples should be held by printer until notification has been given of office opening).

Deliver 25 to:
Ms. Jackie McGowan
2 Maple Street
Hartsdale, NY 10530

Deliver 50 to:
Natasha Rodgers/Branden Roane
Wunderman Thompson
505 N. Angier Avenue, NE
Forth Ward Tower Two – 5th Floor
Atlanta, GA 30308

*** Press schedule must be provided along with how many shifts this will be printed over.

Item 1: PICTORIAL WINDOW ENVELOPE

Quantity: 1,600,000 (No Overs/No Unders)

Size: 5" X 9" Pictorial Window Booklet

Color: 7/0 Bleed - (4/C Process Color + PMS 296 + PMS 187 + Overall Gloss Aqueous)

Stock: 80# Coated One Side Text (C1S) White

Windows: On Face – 3 ¾" x 7 ¾" (Top left corner of this window die cut has a 1 7/8" x 1 ½" area remaining that will be glued to the cello patch.

On Back – Address Window is 1 ¼" x 4 ¼" with Cello Patch

Flap: 1 ½" gummed flap with rounded corners

Instructions: From final electronic production file posted to selected suppliers sFTP site output and provide color proof and digital asset proof along with stock sample for approval.

As an envelope die is not available, bleed has been extended and to knock out those areas needed for gluing from side and top.

NOTE: Stock sample must be approved by Agency prior to purchase for printing

Item 2: Insert

Quantity: 1,600,000 (No Overs/No Unders)

Size: Flat – 17" x 9"

Fold to: 8 ½" x 9" then fold again to 8 ½" x 4 ½"

Color: 7/5 Bleed - (4/C Process Color + PMS 296 + PMS 187 + Overall Gloss Aqueous)

Stock: 80# Gloss Text White

Instructions: From final electronic production file posted to selected suppliers sFTP site output and provide color proof and folded digital asset proof along with stock sample for approval.

NOTE: The requested stock sample is for approval of the actual stock and paper should not be purchased prior to approval of paper sample.

Item 3: Reply Cards (2)

Quantity: 3,200,000 (Breakdown Below) – (No Overs/No Unders)

Breakdown:

Control = 800K Base Code, and 800K Pass Code = 1,600,000

Brand Test – 800K Base Code, and 800K Pass Code = 1,600,000

Total = 3,200,000

DIFFERENCE BETWEEN INSERTS:

SIDE 1 – COMMON (U.S. FLAG)

SIDE 2 – 4/C image and background colors are different

Size: 8 ½" x 4 ¾" Flat

Color: 7/3 bleed - 4/C Process + PMS 296 + PMS 187 + Overall Gloss Aqueous.

Stock: 80# Matte Coated Cover – White

Perf: Right Angle (L-Shaped) blind perf

Proofs: From final electronic production file posted to selected suppliers sFTP site output and provide color proof and folded digital asset proof along with stock sample for approval.

NOTE: The requested stock sample is for approval of the actual stock and paper should not be purchased prior to approval of paper sample.

PRINTING/CONVERSION/ASSEMBLY

All type and images are in position and are high-resolution files.

Printing: Agency and/or Client may opt to attend PSI.

GOVERNMENT TO FURNISH: A final hi-resolution electronic file will be posted to the selected suppliers FTP site. All images and type will be in position. Final composed color proofs and backed up digital asset proofs should be generated as outlined below. Digital Asset should be folded and area for wafer seal indicated.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product in accordance with these specifications.

ELECTRONIC PREPRESS: Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to the GPO contract administrator immediately.

The contractor shall create or alter any necessary trapping, set proper screen angles, and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level.

When required by the Government, the contractor shall make minor revisions to the electronic files. It is anticipated that the Government will make all major revisions.

Prior to making revisions, the contractor shall copy the furnished files and make all changes to the copy.

Upon completion of the order, the contractor must furnish final production native application files (digital deliverables) with the furnished material. The digital deliverables must be an exact representation of the final printed product and shall be returned on suitable storage media or e-mailed upon request. The Government will

not accept, as digital deliverables, PostScript files, Adobe Acrobat Portable Document Format (PDF) files, or any proprietary file formats other than those supplied, unless specified by the Government. NOTE: Government will accept Adobe Acrobat Portable Document Format (PDF) files as digital deliverables when furnished by the Government.

PROOFS: Contractor to submit one Press Quality PDF soft proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Include REMINDER that agency can keep proof **THREE (3) workdays**. Date of receipt is NOT considered first workday. Contractor must call below to confirm receipt. Deliver proofs to:

Jackie McGowan jackie.mcgowan@wundermanthompson.com
Timothy Kao timothy.kao@marines.usmc.mil (571) 559-4645
Theresa Nagel tnagel@gpo.gov

At the same time the electronic proof is sent, prior to the commencement of production of the contract production quantity, the contractor shall submit three sets of Content and High-resolution proofs for all elements and stock samples:

1 to Ms. Jackie McGowan at
2 Maple Street
Hartsdale, NY 10530

1 to Natasha Rodgers
2084 General Truman St. NW
Atlanta, GA 30318

1 to Marine Corps Recruiting Command (Code M)
Captain Tim Kao
Advertising Section; 2nd Floor
3280 Russell Road
Quantico, VA 22134-5103

Vendor should also pull one set of Content and High-resolution proofs and stock samples for reference and to receive color and copy comments/approval.

All PMS colors must be shown in proof as close as possible to the actual color.

Contractor should make additional set of proofs for reference. **PROOFS WILL NOT BE RETURNED.**

One (1) set of 8-1/2 x 11 **blank stock samples** of the actual paper to be used in the production of the contract requirements. Each sample must be of the kind and quality required by the specifications. The Government will rely on the samples only as a reference to the general appearance of the stock that will be provided by the contractor in conformance to the specifications. The Government assumes no contractual obligation to perform any inspection and test for the benefit of the contractor. The Government's failure to inspect and accept or reject the paper samples shall not relieve the contractor from responsibility, nor impose liability on the Government, for nonconforming paper. Stock samples must be approved by agency prior to printing.

***** **AND**

One (1) set of digital color **Content proofs** for all pages. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi. Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product. Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product, as applicable.

***** **AND** *****

One set of **Inkjet proofs** that are G7 profiled and use pigment-based inks may be submitted in lieu of digital one-piece composite laminated halftone proofs. A proofing RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles Technology and meets or exceeds industry tolerance to ISO 12647-7 standard for Graphic Technology (as of 2016 and future amendments) must be utilized. Proofs must be ripped and sent at plate resolution (minimum of 2400 x 2400 dpi). If using a 1-bit tiff, the tiff must be made at a minimum of 2400 dpi. Output must be a minimum of 2400 x 1200 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain both of the following to be evaluated for accuracy: 3-tier color control strip: IDEAlliance ISO 12647-7 2013(i1), and the GPO Resolution target found www.gpo.gov/gporestartarget.pdf. NOTE: If a contractor chooses this proof option, prior evaluation, and approval of this proofing method must be provided by GPO, Quality Control for Published Products, to ensure that the final product will be produced in accordance with contract specifications. See instructions at: <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-endors/qlsamples6f200c30b44a64308413ff00001d133d.pdf>. Failure to obtain this evaluation and approval may be cause for the job to be rejected should the final product not match the proofs for color.

Proofs must contain color control bars (such as Brunner, GATF, GRETAG, or RIT) for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers and must show areas consisting of minimum 1/8 x 1/8 solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

The make and model number of the proofing system utilized shall be furnished with the proofs. These proofs must contain all elements, be in press configuration, and indicate margins. Proofs will be used for color match on press. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi.

The container and accompanying documentation shall be marked **PROOFS** and shall include the GPO jacket and purchase order. The samples must be submitted in sufficient time to allow Government testing of the samples and production and shipment in accordance with the shipping schedule.

Government will approve, conditionally approve, or disapprove the proofs within **THREE (3) workdays** of the receipt thereof. Date of receipt is NOT considered first workday. Approval or conditional approval shall not relieve the contractor from complying with the specifications and all other terms and conditions of the contract. A conditional approval shall state any further action required by the contractor. A notice of disapproval shall state the reasons therefor.

Second round of proofs may be required and should be considered and included when bidding on project schedule.

Contractor must not print prior to receipt of an "**OK to Print**".

STOCK/PAPER: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 13" dated September 2019. https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/vol_13.pdf.

All paper used in each copy must be of a uniform shade and all paper must have the grain parallel to the fold.

Envelope: JCP Code* A160, Gloss-Coated One-Side Text, Basis Size 25 X 38" Basis Weight 80#.

Insert: JCP Code* A180, Gloss-Coated Text, Basis Size 25 X 38" Basis Weight 80#.

BRC: JCP Code* L50, Matte-Coated Cover, Basis Size 20 X 26" Basis Weight 80#.

PACKING: Carton labels must show title, quantity, form number and control number and must appear on the outside of the mailing and shipping cartons. Use new corrugated fiberboard for mailing and shipping containers. Shipping containers may contain more than one mailing carton provided the weight does not exceed 50 Lbs. Use only new corrugated solid fiberboard containers with minimum bursting strength of 275 p.s.i.

Inserted, sealed packages are to be packed in cartons by outside carrier code and shipped to its final destination.

LABELING AND MARKING Each package or carton must be labeled. Each pallet must be labeled. The label MUST indicate full title, quantity, Jacket number, and total number of boxes shipped, i.e. 6 of 10. White labels with black image of bold, 1/4" height entries.

Inner packages require labels.

Label and mark in accordance with GPO Contract Terms (GPO Pub. 310.2).

SCHEDULE: Adherence to this schedule must be maintained. See "Notice of Compliance with Schedules", in GPO Pub. 310.2.

Purchase Order and furnished material will be emailed no later than **February 9, 2024**.

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

Submit proofs as soon as possible in order to comply with the shipping schedule. Email PDF proofs and deliver one (1) set of content and high-resolution proofs with stock samples will be withheld three (3) workdays from receipt until approval of proofs. Date of receipt is not considered first day.

The contractor must not print prior to receipt of an "OK to print."

Inside delivery to three (3) locations must be made by **March 7, 2024**, by 2pm local time. Delivery Date is nonnegotiable.

DEPARTMENTAL RANDOM COPIES (BLUE LABEL): All orders must be divided into equal sublots in accordance with the chart below. A random copy must be selected from each subplot. Do not choose copies from the same general area in each subplot. The contractor will be required to certify that the copies were selected as directed using GPO Form 917 – Certificate of Selection of Random Copies which can be located on GPO.gov. The random copies constitute a part of the total quantity ordered, and no additional charge will be allowed.

<u>Quantity</u> <u>Ordered</u>	<u>Number of</u> <u>Sublots</u>
1,600,000 sets/ packages	200 sets

These randomly selected copies must be packed separately and identified by a special label, GPO Form 2678 – Departmental Random Copies (Blue Label), which must be printed on blue paper and affixed to each affected container. This form can be downloaded from GPO.gov. The container and its contents shall be recorded separately on all shipping documents and sent in accordance with the distribution list.

A copy of the print order/specification and a signed Certificate of Selection of Random Copies must be included.

A copy of the signed Certificate of Selection of Random Copies must accompany the invoice sent to U.S. Government Publishing Office, Financial Management Service, for payment. Failure to furnish the certificate may result in delay in processing the invoice.

NOTIFICATION OF SHIPMENT: Immediately after the order has shipped, the contractor must EMAIL tracking numbers to timothy.kao@marines.usmc.mil, jackie.mcgowan@wundermanthompson.com & tnagel@gpo.gov on same day the product ships. Ensure all boxes contain title & box# of total shipment.

The subject line of this message shall be "Distribution Notice for **Jacket 518-530, Req. 4-18530**". The notice must provide all applicable tracking numbers, shipping method, and title. Contractor must be able to provide copies of all delivery, mailing, and shipping receipts upon agency request.

DISTRIBUTION: All shipments to be sent by traceable means. All expenses incidental to picking up and returning materials and samples must be borne by the contractor.

F.O.B. DESTINATION – CONTRACTOR PAYS THE FREIGHT TO DELIVER. INSIDE DELIVERY MUST BE MADE BY 2PM LOCAL TIME TO THE BELOW DESTINATIONS.

Shipping costs need to be included in the bid price.

Prior to shipping full run to Data Mail, **INSIDE DELIVERY** of 25 samples of each component TO: Ms. Jackie McGowan 2 Maple Street, Hartsdale, NY 10530

INSIDE DELIVERY 50 samples of each component TO: Natasha Rodgers/Branden Roane, Wunderman Thompson, 505 N. Angier Avenue, NE, Forth Ward Tower Two – 5th Floor, Atlanta, GA 30308

6,400,000 total component pieces to include Blue Label copies are to be packed in cartons and delivered TO: Data Mail ATTN: Scott Stickles, call 24 hours 860-666-0399 to **SCHEDULE** your delivery 240 Hartford Avenue, Receiving Hours: M-F: 9:00AM to 5:00PM Newington, CT 06111

FINAL FILES - Upon completion of the printing, printer needs to provide two (2) labeled final digital downloads along with a directory of what was printed.

RETURN OF MATERIALS

Upon completion both downloads; 5 self-mailer samples and any other production material for this project should be returned to: Ms. Jackie McGowan *at a residential address in Hartsdale, NY 10530*

RECEIPT FOR DELIVERY: As applicable, the contractor must furnish their own receipts for deliveries. These receipts must include the GPO jacket number; total quantity delivered, number of cartons, and quantity per carton; date delivery made; and signature of the Government agent accepting delivery. The original copies of these receipts must accompany the contractor's voucher for payment.

NOTE: Pallets are required for all destinations receiving 10 or more shipping containers. Failure to properly palletize may be cause for re-palletizing at contractor's expense. See GPO Contract Terms.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing Attributes -- Level 1
- (b) Finishing Attributes -- Level 1
- (c) Exceptions: None

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level 1.
- (b) Destructive Tests - Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

Attribute	Specified Standard
P-7. Type Quality and Uniformity	Approved Proof
P-8. Halftone Match	Approved Proof
P-9. Solid and Screen Tint Color Match	Pantone Matching System/ Approved Proof
P-10. Process Color Match	Approved Proof

Bidders must fill out this page and return it.

BID PRICE: \$ _____ **ADDITIONAL RATE:** \$ _____ **PER:** _____

DISCOUNTS: Discounts are offered for payment as follows: _____ Percent, _____ calendar days. See Article 12 “Discounts” of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

AMENDMENT(S): Bidder hereby acknowledges amendment(s) number(ed) _____

BID ACCEPTANCE PERIOD: In compliance with the above, the undersigned agree, if this bid is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated point(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

BIDDER’S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms – Publication 310.2. When responding by email, fill out and return one completed copy of all applicable pages that include the Jacket Number, Bid Price, Additional Rate, Discounts, Amendments, Bid Acceptance Period, and Bidder’s Name and Signature, including signing where indicated. Valid electronic signatures will be accepted in accordance with the Uniform Electronic Transactions Act, § 2. Electronic signatures must be verifiable of the person authorized by the company to sign bids.

Failure to sign the signature block below may result in the bid being declared non-responsive..

Bidder _____
(Contractor Name) (GPO Contractor’s Code)

(Street Address)

(City – State – Zip Code)

By _____
(Printed Name, Signature, and Title of Person Authorized to Sign this Bid) (Date)

(Person to be Contacted) (Telephone Number) (Email)

THIS SECTION FOR GPO USE ONLY

Certified by: _____ Date: _____ Contracting Officer: _____ Date: _____
(Initials) (Initials)
