

Jacket: 748-098
Title: Direct Mail - Postcards
Agency: USCG
Bid Opening: September 18, 2023 at 1PM

Contractor Name	Bid	Terms		Discounted Total
HM Document Solutions	\$110,000.00	0.00%	30 days	\$110,000.00
KM Media Group LLC/Kay Prtg	\$130,472.50	0.25%	20 days	\$130,146.32
Las Vegas Color Graphics	\$144,444.00	4.44%	20 days	\$138,030.69
Kessler Creative LLC	\$154,800.00	5.00%	20 days	\$147,060.00
Colonial Press	\$160,000.00	3.00%	20 days	\$155,200.00
Advantage Mailing LLC	\$160,653.27	0.50%	20 days	\$159,850.00
Direct Mail Solutions	\$176,305.95	0.00%	30 days	\$176,305.95
Specialty Print Communications	\$191,513.00	5.00%	21 days	\$181,937.35
Mele Printing	\$191,995.65	0.00%	30 days	\$191,995.65
			days	\$0.00
			days	\$0.00
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BID OPENING: Bids shall be opened at 1:00 p.m., prevailing Central Standard Time (CST), on September 18, 2023 for the U.S. Government Publishing Office, Southcentral Region.

ISSUE DATE: September 13, 2023

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS, CALL (214) 767-0451, EXT. 7 (DENISE PRZYBYLOWICZ).

SPECIFICATIONS

U.S. Government Publishing Office (GPO)
Southcentral Region

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 (Rev. 09-19)).

PRODUCT: This specification is for proofing, printing, addressing with variable imaging, binding and mailing of postcards, with secure handling of PII required.

TITLE: Direct Mailers - Postcards

QUALITY LEVEL: III Quality Assurance Through Attributes (GPO Pub 310.1, effective May 1979 (Rev. 09-19) applies.

QUANTITY: 2,000,000 Total Postcards – See Description below.

PAGES: Face and Back, Head to Head.

TRIM SIZE: 11 x 6”

DESCRIPTION: Contractor to produce and mail 2,000,000 postcards. Postcards print on both sides in Four Color Process, consisting of full color photos, solids, reverse type, a QR Code and variable imaging on one side. Bleeds are included.

VARIABLE DATA IMAGING IS REQUIRED. The contractor must image name, address, city, state and zip code. Addresses will be populated from the furnished Microsoft Excel files.

SECURITY REQUIREMENTS: Contractor must maintain 100% accountability in the accuracy of imaging and mailing of all pieces throughout run. The Contractor must ensure that there are no missing or duplicate pieces and/or pieces with mis-imaged data. The Contractor must also ensure that no defective pieces enter the mail stream.

It is the contractor's responsibility to properly safeguard personally identifiable information (PII) from loss, theft, or inadvertent disclosure and to immediately notify the Government of any loss of personally identifiable information. PII is "information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc., alone, or when combined with other personal or identifying information which is

linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc." (Ref.: OMB Memorandum 07-16.) Other specific examples of PII include, but are not limited to:

- a. Personal identification number, such as passport number, driver's license number, taxpayer identification number, or financial account or credit card number;
- b. Address information, such as street address or personal email address;
- c. Personal characteristics, including photographic image (especially of face or other distinguishing characteristic), fingerprints, handwriting, or other biometric image or template data (e.g., retina scans, voice signature, facial geometry).

SECURITY CONTROL PLAN: The contractor shall maintain in operation, an effective security system where items by these specifications are manufactured and/or stored (awaiting distribution or disposal) to assure against theft and/or the product ordered falling into unauthorized hands.

Contractor is cautioned that no Government provided information shall be used for non- government business. Specifically, no Government information shall be used for the benefit of a third party.

The Government retains the right to conduct on-site security reviews at any time during the term of the contract.

The plan shall contain at a minimum:

- (1) How Government files (data) will be secured to prevent disclosure to a third party prior to and after termination of contract;
- (2) Explain how all accountable materials will be handled throughout all phases of production
- (3) How the disposal of waste materials will be handled;
- (4) How all applicable Government-mandated security/privacy/rules and regulations as cited in this contract shall be adhered to by the contractor.

This proposed plan is subject to review and approval by the Government and award will not be made prior to approval of same.

GOVERNMENT TO FURNISH: Adobe Acrobat file (fonts included and color mode CMYK) for print files and Purchase Order will be emailed by GPO at time of award. Mailing list will be furnished directly from the customer agency to the contractor after award.

ADDITIONAL INFORMATION:

- Contractor must have the ability to edit PDF files (when furnished by the Government).
- Contractor is not to request that electronic files provided be converted to a different format. If contractor wishes to convert files to a different format, the final output must be of the same or higher quality and at no additional cost to the Government.
- The contractor is cautioned that furnished fonts are the property of the Government and/or its originator. All furnished fonts are to be eliminated from the contractor's archive immediately after completion of the contract.
- Identification markings such as register marks, commercial identification marks of any kind, etc., GPO imprint, form number and revision date, carried in the electronic files, must not print on the finished product.
- 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 your contract administrator.
- The contractor shall create/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 PostScript Files are not furnished - prior to making revisions, the contractor shall copy the furnished files and make all changes to the copy.

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.

JCP Code* L62, No. 2 Silk/Dull Coated Cover, White, Basis Size 20 X 26", 120 lbs.

INK: Four Color Process plus variable imaging in Black

MARGINS: Uncommon bleeds on all edges.

PROOFS (PDF proofs and Prior to Production samples required): 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 proofs will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Contractor must call 214-767-0451 x7 to confirm receipt.

Email proofs on or before September 20, 2023.

The proofs will be checked for quality and compliance with these specifications, approved or approved with comments and the contractor will be notified within ONE (1) working day after receipt. If, in the opinion of the GPO and/or Department, the proofs are not a true representation of the furnished copy, or contain noticeable defects they will be rejected must be corrected and reproofed at no additional expense to the Government. The schedule stated elsewhere in these specifications CANNOT be extended to allow for such reproofing.

Email proofs to keiyon.a.mccoy@uscg.mil; contractor must also copy contract administrator at dprzybylowicz@gpo.gov. GPO jacket number 748-098 must appear on all correspondence.

NOTE: The day the email is sent is not the first workday of the schedule.

Once PDF proof is approved, the contractor must provide no less than two (2) prior-to-production samples no later than five days from the date the PDF proof was approved. Each prior-to-production sample must be constructed as specified using the form, ink, equipment, and methods of production which will be used in producing the finished product. Paper used for samples must be of the size, kind, and quality the contractor will furnish. Prior-to-production samples will show dummy variable data for each required field.

The Government will approve, conditionally approve, or disapprove the samples within TWO (2) workdays of the receipt thereof. 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.

If the samples are disapproved by the Government, the Government, at its option, may require the contractor to submit additional samples for inspection and test, in the time and under the terms and conditions specified in the notice of rejection. Such additional samples shall be furnished, and necessary changes made, at no additional cost to the Government and with no extension in the shipping schedule. The Government will require the time specified above to inspect and test any additional samples required.

In the event the additional samples are disapproved by the Government, the contractor shall be deemed to have failed to make delivery within the meaning of the default clause in which event this contract shall be subject to termination for default, provided however, that the failure of the Government to terminate the contract for default in such event shall not relieve the contractor of the responsibility to deliver the contract quantities in accordance with the shipping schedule.

In the event the Government fails to approve, conditionally approve, or disapprove the samples within the time specified, the Contracting Officer shall automatically extend the shipping schedule in accordance with Contract Clause 12, "Notice of Compliance With Schedules," of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)).

Manufacture of the final product prior to approval of the sample submitted is at the contractor's risk. Samples will not be returned to the contractor. All costs, including the costs of all samples shall be included in the contract price for the production quantity.

All samples shall be manufactured at the facilities in which the contract production quantities are to be manufactured.

The prior-to-production samples must be delivered by the date specified above to:

COAST GUARD RECRUITING COMMAND

ATTN: KEIYON MCCOY, 202-795-6825

2703 MARTIN LUTHER KING JR. AVE, STOP 7419

WASHINGTON DC 20593

CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT". SAMPLES WILL NOT BE RETURNED.

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

BINDING: Trim four sides.

PACKING/LABELING: All postcards must be packaged as per USPS guidelines for postcard mailing requirements.

SCHEDULE:

Award will be made and Purchase Order issued by September 19, 2023.

PDF Proofs will be due to deliver to agency and GPO on or before September 20, 2023 with Prior to Production samples due to deliver to agency no later than 5 days after PDF proof approval.

2,000,000 single copies mail F.O.B. contractor's city on or before October 6, 2023.

DISTRIBUTION: F.O.B. contractor's city/origin.

Mail 2,000,000 individual copies using a USCG G-157 Marketing Mail Permit. Contractor to create mailing indicia. Permit imprint must state "Marketing Mail". Ensure positioning of address/permit info is in accordance with current applicable postal regulations. Evidence of mailing must accompany the contractor's invoice for billing.

Do NOT include the cost of mailing in your quote. Mailing costs will be covered using the USCG G-157 Permit. Contractor must notify the customer and GPO of the Post Office being used for mailing so that permission to use the G-157 Permit can be established.

The contractor must prepare mailings to maximize presort discounts and comply with USPS mailing requirements for automation compatible mail in effect at the time of mailing.

Contractor must notify the agency of the total postage costs no later than September 26, 2023 so that sufficient funding can be allocated. THIS IS CRITICAL.

The contractor must pass entire address file against a USPS Code Accuracy Support System (CASS) certified software address hygiene program. Contractor's software must also be Presort Accuracy Validation and Evaluation (PAVE) certified. Contractor is responsible to meeting USPS move requirements by passing file against the National Change of Address Link (NCOA Link) file using a USPS Full Service Provider.

The contractor's mail processing software must correct addresses with the most current information from USPS databases. To provide the highest level of readability for the post office, the software must standardize abbreviations and fonts and add ZIP+4 codes and PostNet barcodes. Contractor's software must be CASS certified through NCOA at least three times per year. The contractor must also utilize the Fast Forward program of the USPS to ensure the maximum possibility of all addressees receiving the letter sent to them.

All possible methods to determine if the mailing addresses are accurate must be utilized. Any addresses that are determined to be undeliverable must be pulled from the file. A report of address corrections and undeliverables must be completed and sent to Keiyon McCoy at keiyon.a.mccoy@uscg.mil.

All copies mailed must conform to the appropriate regulations in the U.S. Postal Service manuals for "Automation Letter Marketing Mail".

NOTE: All unmailed copies will be returned to an Agency location at the customer's expense using a furnished shipping label.

ADDRESS REQUIREMENTS: Address placement, format, and fonts must be consistent with current U.S. Postal Service (USPS) Address Quality Standards, and in accordance with appropriate USPS rules and regulations including USPS Domestic Mail Manual (DMM) in effect at the time of mailing. The type font must be one of the USPS accepted fonts.

MAIL PREPARATION: It is the contractor's responsibility to keep up to date on all USPS requirements and current DMM.

COMPLIANCE REPORTING: Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to keiyon.a.mccoy@uscg.mil and dprzybylowicz@gpo.gov. The subject line of this message shall be "Distribution Notice for Jacket 748-098/REQ. 3-01854". The notice must provide all applicable tracking numbers, shipping method, and Title.

All expenses incidental to picking up and returning materials, and furnishing samples must be borne by the contractor. Also, refer to Articles 5 and 6, Supplemental Specifications, GPO Contract Terms, Publication 310.2, revised January 2018.

Contractor must be able to provide copies of all delivery, mailing, and shipping receipts upon agency request.

QUALITY ASSURANCE THROUGH ATTRIBUTES: The bidder agrees that any contract resulting from bidder's offer under these specifications shall be subject to the terms and conditions of GPO Pub. 310.1 "Quality Assurance Through Attributes – Contract Terms" in effect on the date of issuance of the invitation for bid. GPO Pub 310.1 is available at <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>

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

Product Quality Levels:

- (a) Printing (page related) Attributes – Level III
- (b) Finishing (item related) Attributes – Level III (c) Inspection Levels (from ANSI/ASQC Z1.4):
 - (a) Non-destructive Tests - General Inspection Level I.
 - (b) Destructive Tests - Special Inspection Level S-2.

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

Attribute Specified	Specified Standard
P-7 Type Quality and Uniformity	Approved prior-to-production sample
P-10. Process Color Match	Approved prior-to-production sample

OFFERS: Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for each additional one hundred postcards. The price of the additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges (but will include shipping), and will NOT be a factor for determination of award.

BID SUBMISSION: Bidders MUST submit email bids to bidssouthcentral@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time.

The Jacket number (748-098) and bid opening date (September 18, 2023) must be specified in the subject line of the emailed bid submission. Bids received after the bid opening time/date specified above will not be considered for award.

NOTE: Bidders are to fill out, sign/initial, and return pages 8-9.

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.

PRE-AWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site preaward 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)
- 7) Letter of commitment from any subcontractor

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.

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 receiving payment. 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/agency/billing-and-payment>.

CONTRACTOR: _____

SHIPMENT(S): Shipments will be made from: City _____, State _____

The city(ies) indicated above will be used for evaluation of transportation charges when shipment f.o.b. contractor's city is specified. If no shipping point is indicated above, it will be deemed that the bidder has selected the city and state shown below in the address block, and the bid will be evaluated and the contract awarded on that basis. If shipment is not made from evaluation point, the contractor will be responsible for any additional shipping costs incurred.

Jacket: 748-098 Bid Price \$ _____

Additional rate per 1,000 postcards: _____

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).

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 points(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.

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

(Initials)

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 fax or mail, fill out and return one copy of pages 8 and 9, initialing/signing where indicated.

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

(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: _____ Contracting Officer: _____
(Initials and Date) (Initials and Date)

(COMPLETE AND SUBMIT THIS PAGE WITH YOUR BID)