

PROGRAM 3540-S Contract Period: April 1, 2009 through March 31, 2010 plus four option years

TITLE: Wisconsin State Newsletter

| ITEM | DESCRIPTION | BASIS OF AWARD 1 Year | Sol Davis Printing, Inc. Tampa, FL | | The Print House Brooklyn, NY | | Webcraft/dba Vertis York, PA | | WBC, Inc./dba Lithexcel Albuquerque, NM | | GPO Estimate | |
|------------|---|--------------------------|---------------------------------------|--------------|---------------------------------|-------------|---------------------------------|-------------|--|-------------|--------------|-------------|
| | | | UNIT PRICE | COST | UNIT PRICE | COST | UNIT PRICE | COST | UNIT PRICE | COST | UNIT PRICE | COST |
| I. | COMPLETE PRODUCT: | | | | | | | | | | | |
| a. | 8 page issue, per issue | | | | | | | | | | | |
| (1) | Makeready and/or setup..... | 3 | \$420.00 | \$1,260.00 | \$250.00 | \$750.00 | \$563.16 | \$1,689.48 | \$120.00 | \$360.00 | \$686.13 | \$2,058.39 |
| (2) | Running, per 1000 copies..... | 600 | \$223.64 | \$134,184.00 | \$65.50 | \$39,300.00 | \$106.79 | \$64,074.00 | \$68.00 | \$40,800.00 | \$92.14 | \$55,286.67 |
| b. | 10 page issue, per issue | | | | | | | | | | | |
| (1) | Makeready and/or Setup..... | 1 | \$528.00 | \$528.00 | \$400.00 | \$400.00 | \$631.58 | \$631.58 | \$150.00 | \$150.00 | \$864.62 | \$864.62 |
| (2) | Running, per 1000 copies..... | 200 | \$255.92 | \$51,184.00 | \$104.15 | \$20,830.00 | \$125.79 | \$25,158.00 | \$88.00 | \$17,600.00 | \$116.77 | \$23,354.22 |
| II. | ADD'L PROOFS DUE TO AUTHOR'S ALTERATIONS | | | | | | | | | | | |
| a. | Digital/Dylux Proofs, per page | 2 | \$10.00 | \$20.00 | \$50.00 | \$100.00 | NC | \$0.00 | \$8.00 | \$16.00 | \$15.75 | \$31.50 |
| b. | PDF Proof,per page | 2 | \$5.00 | \$10.00 | \$5.00 | \$10.00 | NC | \$0.00 | \$2.00 | \$4.00 | \$13.29 | \$26.57 |
| c. | Timework,per hour | 2 | \$150.00 | \$300.00 | \$85.00 | \$170.00 | \$63.16 | \$126.32 | \$80.00 | \$160.00 | \$97.02 | \$194.04 |
| | TOTAL OFFER: | | | \$187,486.00 | | \$61,560.00 | | \$91,679.38 | | \$59,090.00 | | \$81,816.00 |
| | DISCOUNT: | | 0.00% | \$0.00 | 0.25% | \$153.90 | 5.00% | \$4,583.97 | 1.00% | \$590.90 | 0.00% | \$0.00 |
| | NET OFFER: | | | \$187,486.00 | | \$61,406.10 | | \$87,095.41 | | \$58,499.10 | | \$81,816.00 |