

Program 1442-S

TITLE VETERAN'S HEALTHMATTERS MAGAZINE

Fractional parts of 1000 will be prorated per 1000 rate

ITEM DESCRIPTION

BASIS OF AWARD

American Inst. Prev. Med Farmington Hills, MI

Inspired Perspectives Jacksonville, FL

Schatz Publishing Blackwell, OK

QuickSeries Publishing Fort Lauderdale, FL

GPO Estimate

UNIT RATE COST

I. CONTENT CREATION:

A. Editorial Content and Design Process:

(1)	Health Matters Magazine (inc. WhiteBoard Video)...per issue	4	8,801.50	35,206.00	20,000.00	80,000.00	17,500.00	70,000.00	10,744.79	42,979.16	10,000.00	40,000.00
(2)	Annual Report.....per issue	1	18,040.00	18,040.00	14,700.00	14,700.00	13,000.00	13,000.00	7,650.00	7,650.00	24,000.00	24,000.00
(3)	Wellness Calendar.....per issue	1	29,813.00	29,813.00	30,000.00	30,000.00	10,500.00	10,500.00	138,264.00	138,264.00	35,000.00	35,000.00

B. 508 Compliance - Web Accessibility PDF:

(1)	Health Matters Magazine (inc. Spanish version)...per issue	4	216.30	865.20	489.00	1,956.00	800.00	3,200.00	0.00	-	260.00	1,040.00
(2)	Annual Report.....per issue	1	648.90	648.90	720.00	720.00	600.00	600.00	0.00	-	720.00	720.00
(3)	Wellness Calendar...(inc. Spanish version)....per issue	1	695.10	695.10	1,800.00	1,800.00	1,000.00	1,000.00	0.00	-	728.00	728.00

C. Spanish Translation:

(1)	Health Matters Magazine.....per issue	4	278.25	1,113.00	750.00	3,000.00	2,000.00	8,000.00	6,159.80	24,639.20	288.00	1,152.00
(2)	Wellness Calendar.....per issue	1	588.00	588.00	2,500.00	2,500.00	6,000.00	6,000.00	33,521.85	33,521.85	742.00	742.00

II. PRINTING:

Printing in four-color process, including binding:

(1)	Health Matters Magazine (inc. Spanish version) per issue											
(a)	Make-ready and/or Setup.....	4	516.75	2,067.00	0.00	-	900.00	3,600.00	0.00	-	576.00	2,304.00
(b)	Run per 1000 copies.....	174	103.28	17,970.72	430.00	74,820.00	69.10	12,023.40	0.00	-	106.00	18,444.00
(2)	Annual Report.....per issue											
(a)	Make-ready and/or Setup.....	1	578.15	578.15	0.00	-	990.00	990.00	0.00	-	1,248.00	1,248.00
(b)	Running per 1,000 copies.....	5	550.26	2,751.30	1,190.00	5,950.00	280.40	1,402.00	0.00	-	625.00	3,120.00
(3)	Wellness Calendar (inc. Spanish version) per issue											
(a)	Make-ready and/or Setup charge...	1	1982.31	1,982.31	0.00	-	3,452.00	3,452.00	0.00	-	2,016.00	2,016.00
(b)	Running per 1,000 copies.....	371	285.47	105,909.37	630.00	233,730.00	300.92	111,641.32	0.00	-	336.00	124,656.00

III. ADDITIONAL OPERATIONS:

(1)	Preparing Self-Mailer Copies for mailing including generate/affix labels (or inkjet addresses) and deliver to post office.....per 1,000 addresses	723	7.55	5,458.65	627.00	453,321.00	22.00	15,906.00	6,500.00	4,699,500.00		
(2)	Database Creationper record	100	1.94	194.00	3.00	300.00	0.25	25.00	0	-		

TOTAL			223,880.70		902,797.00		261,339.72		4,946,554.21		255,170.00	
DISCOUNT	0%	-		0%	-	1.00%	2,613.40	0%	-			
NET TOTAL			223,880.70		902,797.00		258,726.32		4,946,554.21		\$ 255,170.00	

AWARDED

BID INVITATION

U.S. GOVERNMENT PUBLISHING OFFICE
Atlanta, GA

GENERAL TERMS, CONDITIONS, AND SPECIFICATIONS

For the Procurement of

Veteran's Health Matters Magazine

&

Healthy Living Calendar

&

Annual Report

as requisitioned from the U.S. Government Publishing Office (GPO) by the

VA Sunshine Health Care Network
St. Petersburg, FL

Single Award

CONTRACT TERM: The term of this contract is for the period beginning Date of Award and ending January 31, 2018, plus up to four optional 12-month extension periods that may be added in accordance with the "Option to Extend the Contract Term" clause in this contract.

NOTE: These specifications has been extensively revised from the previous contract. All bidders are cautioned to familiarize themselves with all provision of the specifications before bidding.

NOTE: DIRECT ALL QUESTIONS OF A TECHNICAL NATURE CONCERNING THESE SPECIFICATIONS TO JEFF MESSERSMITH, (404) 605-9160, EXT. 32708, OR E-MAIL jmessersmith@gpo.gov. REFER ALL OTHER QUESTIONS TO THE CONTRACT ADMINISTRATOR – AMINA Harvey, (404) 605-9160, EXT. 32712, OR E-MAIL aharvey@gpo.gov. NO COLLECT CALLS.

BID OPENING: Bids shall be publicly opened at 2 p.m., prevailing Atlanta, GA time on February 9, 2017

Bids must be submitted to: Atlanta Regional Publishing Office, 3715 Northside Parkway NW, Suite 4-305, Atlanta, GA 30327. Contractor's complete address, Program Number, and Bid Opening Date and Time should be referenced on the envelope containing the bid. A GPO 910 Form should be submitted with the bid.

All GPO publications referenced in these specifications (including the GPO Form 910) are available on the GPO web site (<http://www.contractorconnect.gpo.gov>).

FAXED BIDS TO (404) 605-9185/9186 ARE ACCEPTABLE AND MUST BE RECEIVED COMPLETE NO LATER THAN 2:00 P.M., PREVAILING ATLANTA, GA, TIME ON THE BID OPENING DAY.

SECTION 1. – GENERAL TERMS AND CONDITIONS

GPO CONTRACT TERMS: Any contract which results from this Request for Quotes will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Pub. 310.2, effective December 1, 1987 (Rev. 6-01)) and GPO Contract Terms, Quality Assurance Through Attributes Program (GPO Pub. 310.1, effective May 1979 (revised August 2002)).

DISPUTES CLAUSE: GPO Publication 310.2, GPO Contract Terms, Contract Clause 5. Disputes, is hereby replaced with the June 2008 clause found at www.gpo.gov/pdfs/vendors/contractdisputes.pdf. This clause cancels and supersedes any other disputes language currently included in existing contractual actions.

SUBCONTRACTING: The predominant production function is Editorial Creation, Planning, and Management in the Veteran's Healthcare and Wellness field. These functions cannot be subcontracted.

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

Product Quality Levels:

- (a) Printing (Page Related) Attributes -- Level II.
- (b) Finishing (Item Related) Attributes -- Level II.

Inspection Levels (from ANSI/ASQC Z 1.4):

- (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:

	<u>Attribute</u>	<u>Specified Standard</u>
P-7.	Type Quality and Uniformity	OK'd Proof
P-8.	Halftone Match (Single and Double Impression)	OK'd Proof
P-10.	Process Color Match	OK'd Proof

OPTION TO EXTEND THE CONTRACT TERM: The Government has the option to extend the term of this contract for a period of 12 months by written notice to the contractor not later than 30 days before the contract expires. If the Government exercises this option, the extended contract shall be considered to include this clause, except, the total duration of the contract may not exceed five years as a result of, and including, any extension(s) added under this clause. Further extension may be negotiated under the "Extension of Contract Term" clause. See also "Economic Price Adjustment" for periodic pricing revision.

EXTENSION OF CONTRACT TERM: At the request of the Government, the term of any contract resulting from this solicitation may be extended for such period of time as may be mutually agreeable to the GPO and the contractor.

ECONOMIC PRICE ADJUSTMENT: The pricing under this contract shall be adjusted in accordance with this clause, provided that in no event will any pricing adjustment be made that would exceed the maximum permissible under any law in effect at the time of the adjustment. There will be no adjustment for orders placed during the first period specified below. Pricing will thereafter be eligible for adjustment during the second and any succeeding performance period(s). For each performance period after the first, a percentage figure will be calculated as described below and that figure will be the economic price adjustment for that entire next period.

Pricing adjustments under this clause are not applicable to reimbursable postage or transportation costs, or to paper, if paper prices are subject to adjustment by separate clause elsewhere in this contract.

For the purpose of this clause, performance under this contract will be divided into successive periods. The first period will extend from **Date of Award through January 31, 2018**, and the second and any succeeding period(s) will extend for 12 months from the end of the last preceding period, except that the length of the final period may vary. The first day of the second and any succeeding period(s) will be the effective date of the economic price adjustment for that period.

Pricing adjustments in accordance with this clause will be based on changes in the seasonally adjusted index "Commodities Less Food" under the Special Indexes category on "Table 2 –Consumer Price Index For All Urban Consumers (CPI-U): U.S. City Average, by expenditure category and commodity and service group" published monthly in the CPI Detailed Report by the U.S. Department of Labor, Bureau of Labor Statistics.

The economic price adjustment will be the percentage difference between Index averages as specified in this paragraph. An index called the variable index will be calculated by averaging the monthly Indexes from the 12-month interval ending three (3) months prior to the beginning of the period being considered for adjustment. This average is then compared to the average of the monthly Indexes for the 12-month interval ending 3 months prior to the beginning of the contract, called the base index. The percentage change (plus or minus) of the variable index from the base index will be the economic price adjustment for the period being considered for adjustment.

The Government will notify the contractor by contract modification specifying the percentage increase or decrease to be applied to invoices for orders placed during the period indicated. The contractor shall apply the percentage increase or decrease against the total price of the invoice less reimbursable postage or transportation costs and separately adjusted paper prices. Payment discounts shall be applied after the invoice price is adjusted.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct a preaward survey or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract.

PREAWARD EVALUATION: Unless waived by the Government, after bid opening but before award, the contractor(s) being considered for award will be required to submit a detailed plan to include the following for technical and managerial evaluation:

1. **Health Related Publishing Experience:** Furnish three or more published samples from the health related industry that would relate to veteran health education. Samples are to be annotated with the name and contact information of the individuals responsible for the publication; this should include but is not limited to the researcher(s), writer(s), editor(s), page layout designer, and if applicable the Section 508 accessibility technician.

Provide a written narrative of previous experiences in content creation and management that produce final publications for web accessible PDF and print product(s).

2. **Writing and Editorial Experience:** Describe, with two or more samples your capability to perform original writing, and the editorial ability to concisely explain, instruct and direct the publication user as required. This should include how the writing and editorial content will be developed and produced. Samples are to be annotated with the name and contact information of the individuals responsible for the publication; this should include but is not limited to the researcher(s), writer(s), and editor(s).
3. **Qualifications of Key Personnel:** List and detail in writing the level of education and experience of each person deemed as key personnel and their position and responsibilities to this project. This should include but is not limited to researcher(s), writer(s), editor(s), page layout designer(s), computer programmer(s), and printer(s).
4. **Convert Test Files to PDF.** The test would include the following:
 - (a) Create an Adobe InDesign layout file or similar with designated features (headings, footers, footnotes, lists, tables, hyperlinks, table of contents, etc.) which implements the Section 508 "Refresh" Standards and PDF/UA specifications, or ISO 14289.
 - (b) Export it to PDF.
 - (c) Remediate the PDF if there are any problems.
 - (d) Create an Adobe InDesign Press Quality File.
 - (e) Submit to VISN-8 VA Sunshine Health Care Network the Press Quality and Web Accessible PDF test file and a Verification Report, "CommonLook PDF Compliance Report" produced using NetCentric's CommonLook Plug-In version "Validator" for Adobe Acrobat. "User Verify" elements have to be converted to "Pass" or "Not Applicable" before submitting the Government. Any "Fail" elements may be cause for contractor to be declared non-responsible. Also produce the Adobe Acrobat Professional Accessibility Checker Report.
5. **Production Schedule:** Outline of schedule, to include attendance of editorial planning meetings, copy writing, proofs and production to meet the specified schedule.

NOTE: Government reserves the right to waive all or part of the preaward evaluation.

POSTAWARD CONFERENCE: In order to ensure that the contractor fully understands the total requirements of the job as indicated in these specifications, Government representatives may conduct a conference with contractor's representatives at VISN 8 - VA Sunshine Health Care Network, St. Petersburg, FL, immediately after award. Contractor will be notified of exact date. Contractor will not receive reimbursement for attendance to the postaward conference, if meeting in person. Anticipate the in-person meeting to be about 2 to 4 hours long.

PRIVACY ACT NOTIFICATION: This procurement action requires the contractor to do one or more of the following: design, develop, or operate a system of records on individuals to accomplish an agency function in accordance with the Privacy Act of 1974, Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Act may involve the imposition of criminal penalties. Violation of the Act may involve the imposition of criminal penalties as stated in 5 U.S.C. 552a (i)(1) CRIMINAL PENALTIES. It is incumbent upon the contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a, specifically, 5 U.S.C. 552a (i)(1) CRIMINAL PENALTIES and m(1) GOVERNMENT CONTRACTORS.

PRIVACY ACT:

(a) The contractor agrees:

- (1) to comply with the Privacy Act of 1974 and the rules and regulations issued pursuant to the Act in the design, development, or operation of any system of records on individuals in order to accomplish an agency function when the contract specifically identifies (1) the system or systems or records and (2) the work to be performed by the contractor in terms of any one or combination of the following: (a) Design, (b) development, or (c) operation;
- (2) to include the solicitation notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation when the statement of work in the proposed subcontract requires the design, development, or operation of a system of records on individuals to accomplish an agency function; and
- (3) to include this clause, including this paragraph (3), in all subcontracts awarded pursuant to this contract which require the design, development, or operation of such a system of records.

(b) In the event of violations of the Act, a civil action may be brought against the agency involved where the violation concerns the design, development, or operation of a system of records on individuals to accomplish the agency function and criminal penalties may be imposed upon the officers or employees of the agency where the violation concerns the operation of a system of records on individuals to accomplish an agency function. For purposes of the Act when the contract is for the operation of a system of records on individuals to accomplish an agency function, the contractor and any employee of the contractor is considered to be an employee of the agency.

(c) The terms used in this clause have the following meanings:

- (1) "Operation of a system of records" means performance of any of the activities associated with maintaining the system of records including the collection, use and dissemination of records.
- (2) "Record" means any item, collection or grouping of information about an individual that is maintained by an agency, including, but not limited to, his education, financial transactions, medical history, and criminal or employment history and that contains his name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a finger or voice print or a photograph.
- (3) "System of records" on individuals means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

ASSIGNMENT OF JACKETS, PURCHASE AND PRINT ORDERS: A GPO jacket number will be assigned and a purchase order issued to the contractor to cover work performed. The purchase order will be supplemented by an individual "Print Order" for each job placed with the contractor. The print order, when issued, will indicate the quantity to be produced and any other information pertinent to the particular order.

ORDERING: Items to be furnished under the contract shall be ordered by the issuance of print orders by the Government. Orders may be issued under the contract from **Date of Award through January 31, 2018** (plus options). All print orders issued hereunder are subject to the terms and conditions of the contract. The contract shall control in the event of conflict with any print order. A print order shall be "issued" for purposes of the contract, when it is either deposited in the U.S. Postal Service mail or otherwise furnished to the contractor in conformance with the schedule.

REQUIREMENTS: This is a requirements contract for the items and for the period specified herein. Shipment/delivery of items or performance of work shall be made only as authorized by orders issued in accordance with the clause entitled "Ordering". The quantities of items specified herein are estimates only, and are not purchased hereby. Except as may be otherwise provided in this contract, if the Government's requirements for the items set forth herein do not result in orders in the amounts or quantities described as "estimated", it shall not constitute the basis for an equitable price adjustment under this contract.

Except as otherwise provided in this contract, the Government shall order from the contractor all the items set forth which are required to be purchased by the Government activity identified on page 1.

The Government shall not be required to purchase from the contractor, requirements in excess of the limit on total orders under this contract.

Orders issued during the effective period of this contract and not completed within that time shall be completed by the contractor within the time specified in the order, and the rights and obligations of the contractor and the Government respecting those orders shall be governed by the terms of this contract to the same extent as if completed during the effective period of this contract.

If shipment/delivery of any quantity of an item covered by the contract is required by reason of urgency prior to the earliest date that shipment/ delivery may be specified under this contract, and if the contractor will not accept an order providing for the accelerated shipment/delivery, the Government may procure this requirement from another source.

Subject to any limitations elsewhere in this contract, the contractor shall furnish to the Government all items set forth herein which are called for by print orders issued in accordance with the "Ordering" clause of this contract.

DELIVERY/SHIPPING STATUS INFORMATION: NOTE: For each order placed, contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to **Susan Wentzell** (susan.wentzell@va.gov) (or to the address furnished on the Print Order). The subject line of this message shall be "Distribution Notice for Jacket XXX-XXX, P.O. XXXXX, Print Order XXXXX". 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.

PAYMENT: Submit all billing to: Comptroller FMCE, Office of Financial Management Services, U.S. Government Printing Office, Washington, DC 20401. Using the GPO barcode cover sheet and faxing your invoice to GPO is the fastest and safest method of getting paid. Visit the following website for complete instructions on preparing your voucher and barcode cover page: <http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>.

NOTE: CONTRACTOR BILLING MUST BE ITEMIZED PER THE SCHEDULE OF PRICES – SEE PAGES 22 through 25.

Additionally, the contractor is required to submit a photocopy of the billing, along with one printed sample, to GPO, ARPPPO, 3715 Northside Parkway NW, Suite 4-305, Atlanta, GA 30327 ATTN: Program No. 1442-S. (Failure to do so may result in nonpayment.)

REGULATIONS GOVERNING PROCUREMENT: The U.S. Government Publishing Office (GPO) is an office in the legislative branch of the United States Government. Accordingly, the Federal Acquisition Regulation is inapplicable to this, and all GPO procurements. However, the text of certain provisions of the Federal Acquisition Regulation as contained in the Code of Federal Regulations (CFR), are referenced in this

solicitation. The offeror should note that only those provisions of the Federal Acquisition Regulation which are specifically incorporated by reference into this solicitation, are applicable.

POLLUTION PREVENTION AND RIGHT-TO-KNOW INFORMATION:

(a) Federal facilities are required to comply with the provisions of the Emergency Planning and Community Right-to-Know Act of 1986 (EPCRA) (42 U.S.C. 11001-11050) and the Pollution Prevention Act of 1990 (PPA) (42 U.S.C. 13101-13109).

(b) During performance, in whole or in part, of this contract on a Federal facility, the Contractor shall provide to the Contracting Officer all information needed by the Federal facility to comply with the emergency planning reporting requirements of Section 302 of EPCRA, the emergency notice requirements of Section 304 of EPCRA, the list of Material Data Safety Sheets required by Section 311 of EPCRA, the emergency and hazardous chemical inventory forms of Section 312 of EPCRA, and the toxic chemical release inventory of Section 313 of EPCRA, which includes the reduction and recycling information required by Section 6607 of PPA.

SECTION 2. – SPECIFICATIONS

SCOPE: These specifications cover the production of a magazine (includes custom whiteboard video), annual report, and calendar. Requirements included such operations as research, writing articles, editorial management, graphic design, layout, photo editing, and video creation, Section 508 accessibility PDF files, proofing, 4-color process printing, binding, packaging, data collection, mailing and delivery. All components are produced in both English and Spanish (Caribbean Dialect) with the exception of the Annual Report which prints in English only.

TITLE: Veteran's Health Matters Magazine, Annual Report and Healthy Living Calendar.

	Health Matters Magazine	Annual Report	Healthy Living Calendar
Frequency of Orders	4 per year	1 per year	1 per year
Number of Pages	8 page self-cover	24 page self-cover	28 page + cover
Approx. quantity per order	37,051 English 6,484 Spanish	5,000 English only	329,200 English 41,835 Spanish
Tim Size	8 x 10-3/4"	8 x 10-3/4"	10-3/4 x 8"

GOVERNMENT TO FURNISH:

Government will provide subject matter, some content and some photo/graphics. The Government will also provide a general content plan. Content provided must be edited by contractor and incorporated into each product as specified by the Form 2511 (Print Order). Any changes shall be approved by the VA Sunshine Healthcare Network Office of Communication, St. Petersburg, FL.

Names and addresses for mailing are to be furnished in mutually agreeable storage media (disk, CD/ DVD) or electronic transfer (encrypted e-mail or sent to a secured FTP site). Records are to be provided in (e.g., MS Word or Excel files, ASCII fixed field, comma-delimited format, etc.). The mailing list is not to be used for any other purpose and information must be maintained in accordance with the Privacy Act.

Print orders (GPO Form 2511).

A supply of blue labels and selection certificates for shipping Departmental Random Copies.

Form 905 (R. 3/90) "Labeling and Marking Specifications".

Performance Records: A *Facsimile Transmission Sheet* will be furnished to the contractor. Information such as the GPO program, jacket, and print-order numbers, quantity, and date of shipment must be filled in by the contractor and faxed/mailed to the GPO on the day shipment is due.

Identification markings such as register marks, ring folios, rubber stamped jacket numbers, commercial identification marks of any kind, etc., except GPO imprint, form number, and revision date, carried on copy, film, or electronic media, must not print on finished product.

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.

Ownership of Materials: The VA (Veteran's Affairs) retains the ownership rights to all original materials, including written content, design elements, figures, photographs and illustrations. Materials may not be reused without the written permission of the VA. The VA retains the rights to reproduce all elements of the magazine at no additional cost or reimbursement to contractor.

At the end of the contract period all VA original materials and digital publishing files to be delivered to the ordering VA office.

**EDITORIAL AND DESIGN SPECIFICATIONS, INCLUDING SPANISH LANGUAGE
TRANSLATION AND SECTION 508 COMPLIANCE REQUIREMENTS:**

Contractor must provide:

1. **EDITORIAL PLANNING:** Contractor and Government will conduct editorial planning meetings for each issue. At Government's option, these meetings may be held via e-mail, telephone conference, or video conference. The editorial planning meetings will determine the scope and content of the upcoming issue. A schedule for the first editorial meeting will be determined at the post-award conference.
2. **PRODUCTION SCHEDULE:** After the contract award and before the first Print Order is issued, contractor should provide a production schedule of all publications for the entire year and coordinate with the Government. This schedule should be done annually.
3. **EDITORIAL CONTENT CREATION AND MANAGEMENT:** Research (interviewing staff and patients as necessary), write and edit original articles in the healthcare and wellness field, as well as edit original furnished text and shall assure that all medical information contained in the magazine reflects current scientific consensus and standards of care. Source(s) of content should be identified.

In close collaboration with the VA, write headlines, call-out quotes, captions and other display type with a view to maximizing readership. Copyedit all furnished articles submitted by the VA (such as checking grammar, spelling, sentence structure, story structure, suggesting revisions to improve "readability", meeting reading level standards as set forth and proofread all text to professional standards). VA will provide both general and specific topics for articles. If requested by the Government, contractor will interview subject matter experts when writing original articles.

Content should be written between 8th and 12th grade reading levels. Reading levels are determined using SMOG readability standards.

4. **ARTICLE DRAFT:** Once all articles have been written and photos/illustrations have been selected and/or supplied, the issue will move to the Design phase. The articles are to be created in MS Word 2007 or higher. The Government will approve or request revisions of the draft. Once the government has approved the issue and no further revisions are required, the publication moves to the Translation stage. Graph re-creations and photo retouching are required. Supplement Government-furnished photos with stock images. Once the issue has been translated and the Government has approved the final translation, the publication moves to the PROOF stage.

5. SPANISH LANGUAGE TRANSLATION, CARIBBEAN DIALECT: Contractor is to provide a Spanish language translation in Caribbean Dialect of each quarterly issue of the Wellness Magazine and Healthily Living Calendar for distribution primarily in Florida, Georgia, and Puerto Rico. Spanish version to contain the same content as the English version, including text and text on graphics; no additional articles required. Page layout for the Spanish version to follow the English version, as well.

Contractor is responsible for proofreading all content, and for the correctness of spelling, punctuation, and grammar.

6. DESIGN: Page design with Section 508 "Refresh" compliance and PDF/UA Accessible PDF must be kept in mind during the design and layout phase. Contractor to use industry standard desktop publishing software, e.g., Adobe InDesign, and associated professional publishing /graphic design programs to include Adobe Photoshop, Adobe Illustrated, and similar software. These files will be considered and referred to as the native file(s).
 - (a) Provide original publication design (to include fonts, and other elements necessary to create specified publication) and provide complete page design.
 - (b) Incorporate into page design any artwork and photography provided by the VA, including photoprints, slides and illustrations.
 - (c) Supplement any supplied artwork or text with illustrations icons, logos and stock photos, as mutually agreed upon.
 - (d) Scale furnished artwork, photoprints, and illustrations, for color separations to areas indicated.
 - (e) "Fit and Finish" page proofs, eliminating widows/orphans, bad breaks, etc.
7. CUSTOM WHITEBOARD VIDEO: For each quarterly issue of the Veterans Health Matters Magazine, contractor is to produce a custom, 3-5 minute animated "Whiteboard" video that will complement a topic in that issue of the publication. Contractor will produce the script, illustration, narration, videography and editing. Contractor will make video 508 compliant and include close captioning and provide a compliance report. The Government will provide the topic and general guidance on the content. Production of the video must be completed and approved by the Government before the magazine goes to press. A video production schedule must supplement and/or be part of the production schedule for the quarterly magazine.
8. NATIVE DESIGN FILE: Contractor to submit a Native Design File, including the Spanish translation when required, before the actual print production is to begin. The Government will approve or disapprove the Native Design File. If disapproved, the Government will state the reason for the disapproval, contractor will be required to make revisions to the Native Design File, and resubmit within the time frame determined by the Government. Once the Native Design File is approved by the Government, the contractor is to create a Section 508 "Refresh" Compliant PDF digital file. NOTE: Once the Native Design File is approved, the file IS NOT to be altered. The Native Design File will be used to create two separate documents. One document for accessibility PDF to be used on the internet and one document for print production. The Native Design File – Government's option, is to be either electronically transferred via e-mail or to a designated FTP Site or view at the contractor's location.
9. ACCESSIBILITY PDF FILE: Contractor is to submit the following deliverables:
 - An accessible, Section 508 compliant web-quality PDF

- The original source files (such as MS Word, PowerPoint, Excel, or Adobe InDesign), including graphics and fonts.
- (a) **SECTION 508 “REFRESH” STANDARDS:** Contractor to ensure that all files meet all applicable Section 508 “Refresh” Standards as discussed and agreed with Veteran Affairs personnel during “CONTENT CREATION PLANNING” meeting. The PDF-related language in the Section 508 “Refresh” section of the Access Board’s website, Appendix A, “Standards,” PDF/UA is referenced in E102.6 International Standards Organization (ISO). PDF/UA-1 compliance (ISO 14289-1) requires proper tagging of text and figures, including the following:
- (1) **Reading Order (RO):** Logical RO is required in the Tag RO and Architectural RO.
 - (2) **Text Elements:** Text is tagged correctly with the standard PDF tags (as defined in ISO 32000-01:2008 Sec. 14.8.4 “Standard Structure Types,” at http://www.adobe.com/content/dam/Adobe/en/devnet/acrobat/pdfs/PDF32000_2008.pdf) Text elements include the following: body text, headings, headers/footers, call-outs/pull-quotes, block quotes, sidebars, captions, footnote/endnote reference numbers, footnotes, endnotes, hyperlinks, tables of content, cross-references, bibliographies, tables with text and/or numerical content, and hyperlinks. When a Veterans Affairs (VA) personnel approves, an item(s) can have the artifact tag. Tagged text elements must be in a logical reading order for the entire document.
 - (3) **Figures:** Includes logos, icons, illustrations, graphics, photographs, artwork, stock photos/illustrations, maps, banners, signatures, screen shots, chart graphics (such as bar-charts), info graphics, and other graphical, non-text elements as follows:
 - Appropriate Alternative Text written descriptions (Alt-text) that adequately describe the visual information in the graphic.
 - Each tagged figure element must be placed (anchored) at an appropriate, logical place in the document’s reading order.
 - Figure tagged as Artifacts (example would be background or decorative visuals) per VA instruction(s).
- The VA is responsible for providing Alt-text for figures provided by the VA. If contractor will be required to provided Alt-text for figures provided by the VA this will be addressed during the “CONTENT CREATION PLANNING” meeting.
- The contractor is responsible for providing Alt-text for figures provided by the contractor. If the Government deems the contractor provided Alt-text unacceptable, the VA will provide Alt-text or require the contractor to submit revised Alt-text.
- (b) **Section 508 “Refresh” and PDF/UA accessibility requirements:** The contractor will be required to perform a quality assurance review to verify compliance of created and remediated files with current Section 508 “Refresh” and PDF/UA accessibility requirements.
- (1) **Accessibility Check.** The contractor will be required to run a document analysis and develop a Verification Report. Verification Report to include but not limited to “CommonLook PDF Compliance Report” and Acrobat “Full Check”. The Verification Report details Section 508 Refresh and PDF/UA or later version deficiencies and remediation’s conducted.

The document analysis and Verification Report is to be accomplished using NetCentric's CommonLook plug-in, version Validator or equal. Contractor is to embed into the PDF the accessibility report from Adobe Acrobat Professional.

The Verification Report must contain a list of Section 508 "*Refresh*" and PDF/UA deficiencies with each mapped specifically to a technical standard as promulgated by the US Access Board and to the page on which the error resides.

Contractor shall ensure the following minimum checkpoints are completed when performing remediation on any file:

- All text elements must be available to Assistive Technologies (AT).
- Alt-text descriptions for figures must be manually reviewed and verified.
- At a minimum, the document must be tagged with these essential tags that allow basic accessibility and navigation by AT users: headings, tables, lists, accessible hyperlinks, figures, and text.

The contractor is to run a Verification Report. The contractor must remediate any elements that do not comply with 29 USC Section 508 "*Refresh*" Standards and PDF/UA. Upon remediation, the contractor is to run another Verification Report and continue the remediate and report process until all elements, including "*User Verify*" have passed or converted to "*Not Applicable*", and there are no "*Fails*".

- (2) **Screen Reader Software:** The contractor must test the publication to ensure it is compatible with the most recent version of Job Access With Speech (JAWS), NonVisual Desktop Access (NVDA), and Window Eyes for Microsoft Windows operating system and VoiceOver for Apple operating system.
- (3) **Web Browsers:** The contractor must test the publication to ensure it is compatible with the most recent browser version of Microsoft Internet Explorer, Microsoft Edge, Chrome, Safari, and Mozilla Firefox for computer and mobile devices (Android, iOS).
- (4) **Section 508 "*Refresh*" and PDF/UA Standards:** Upon completion of the web-ready PDF, the contractor is to submit the file to the Government. The file will be tested by the Government and must have a 100% "*Pass*" or "*Not Applicable*" in order to be considered 508 and PDF/UA Compliant. Any "*Fail*" elements may be cause for rejection. Compliant. Any "*Fail*" elements may be cause for rejection.

Note: The Section 508 accessibility technician prepares, tests, and validates the PDF's compliance for Section 508 "*Refresh*" Standards.

The standards for accessible PDFs that are compliant with 29 USC Section 508 "*Refresh*" Standards are available at <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/proposed-rule>.

- (c) **Section 508 "*Refresh*" Compliance:** The contractor shall ensure that VA employees and members of the general public with disabilities have access to and use of VA's Information and Communications Technology (ICT) comparable to that provided to nondisabled persons. This is in compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d), as amended

by the Workforce Investment Act of 1998 (Public Law 105-220). Section 508 of the Rehabilitation Act of 1973, as amended, requires that all ICT developed, procured, maintained or used by Federal agencies on or after June 21, 2001, must meet ICT accessibility standards developed by the Architectural and Transportation Barriers Compliance Board (Access Board), as set forth at 36 CFR Part 1194. See the Section 508 “Refresh” section <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/proposed-rule>

The law also requires Federal agencies to ensure that individuals with disabilities who are Federal employees or members of the public seeking information or services from a Federal agency, have access to and use of information and data comparable to that provided to Federal employees or members of the public who are not individuals with disabilities, unless an undue burden would be imposed on the agency. This policy supports one of the goals of VA's Strategic Plan: *“Veterans should have convenient access to information about VA health benefits, their medical records, health information, expert advice, and the ongoing support needed to make informed decisions and successfully implement their personal health plans.”*

10. **PRINT PRODUCTION:** Once the Design File(s) have been approved by the Government, the web-ready PDF will be considered completed and delivered to the Government and the press-ready PDF is to be used by the contractor to complete the production of the publication, see “Printing and Distribution” specifications below.
11. **MAILING/DISTRIBUTION LIST MANAGEMENT:** The contractor shall provide mailing list management services including the ability to receive multiple sources of information in different formats (e.g., MS Word or Excel files, ASCII fixed field, comma-delimited format, etc.) and consolidate them into one mailing list, eliminating duplicates. Contractor will maintain the mailing list until the mailing list for the next edition is created.
12. **DATABASE FILE:** A database must be created for veterans who wish to receive the magazine at home. Veterans will contact the contractor by U.S. Mail, e-mail and phone. Contractor is required to compile all names, addresses and preferences (U.S. Mail, e-mail, English or Spanish versions) in an MS Excel spreadsheet and send to the Government on a monthly basis. Government will compile the information and add it to the mailing list for future mailings.

At the completion of the order, the contractor must provide the Government with storage media, such as CD or DVD, containing final InDesign (native) files, press-ready PDF, the MS Word and image files and Section 508 “Refresh” compliant web-ready PDF(s), for both the English and Spanish (when required) issues. The native and press-ready PDF files must match the final printed product.

PROOFS: In addition to press-ready PDF proofs provided during the design and layout cycles, when the issues have been approved for printing, all orders will require two sets complete digital color CONTENT proofs 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/format of the product.

Additionally, all orders require a digital one-piece composite color CONTRACT* proofs on the actual production stock (i.e. Kodak Approval, Screen TrueRite, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 x 2400 dpi are required created using the same Raster Image Processor (RIP) that will be used to produce the product. Proofs must have all elements in proper position

(indicate margins). Proofs will be used for color match on the press. Proofs must show dot structure. Sublimation, inkjet, photographic, and overlay proofs are not acceptable.

Proofs must contain color control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars (such as Brunner, GATE, GRETAG, or RIT) must show areas consisting of minimum 3/16" x 3/16" 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.

IT IS UNDERSTOOD THAT THE PROOFS SUPPLIED DURING THE PRINT CYCLE UNDER THIS CONTRACT WILL MATCH THE FINAL OUTPUT.

The contractor will be responsible for performing all necessary proofreading to insure that the proofs are in conformity with the copy submitted. If any contractor's errors are serious enough in the opinion of the GPO to require revised proofs, the revised proofs are to be provided at no expense to the Government. No extra time can be allowed for this reproofing; such operations must be accomplished within the original production schedule allotted in the specifications.

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

NOTE: Contractor furnished proof approval letters will not be recognized for proof approval/disapproval. Only GPO generated proof letters will be recognized for proof approval/disapproval.

PRINTING: Close Registration Required!

Health Matters Magazine:

Prints type, screens, lines, reversed out type, solids and photographic image matter, head-to-head, via 4-color process ink. Ink coverage 75-100% saturation, with uncommon to full bleeds throughout.

Annual Report:

Prints type, screens, lines, reversed out type, solids and photographic image matter, head-to-head, via 4-color process ink. Ink coverage 75-100% saturation, with uncommon to full bleeds throughout.

Healthy Living Calendar:

Cover: Prints type, screens, lines, reversed out type, solids and photographic image matter, face and back, head-to-foot, via 4-color process ink. Ink coverage 75% ink saturation, with uncommon bleeds throughout.

Text Pages: Prints type, screens, lines, reversed out type, solids and photographic image matter, face and back, head-to-foot, via 4-color process ink. Ink coverage 75% ink saturation, with uncommon bleeds throughout.

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" in effect at the time of award.

Color of paper furnished shall be of a uniform shade and a close match by visual inspection of the JCP and/or attached color sample(s). The Contracting Officer reserves the right to reject shipments of any order printed on paper the color of which, in his opinion, materially differs from that of the color sample(s).

All stock/paper used in each copy must be of a uniform shade.

Health Matters Magazine:

White No. 2 Coated Text, Gloss Finish, Basis Size 25 x 38", 70 lbs. per 500 sheets equal to JCP Code A182.

Annual Report:

White No. 2 Coated Text, Gloss Finish, Basis Size 25 x 38", 80 lbs. per 500 sheets equal to JCP Code A182.

Healthy Living Calendar:

Cover: White No. 2 Coated Cover, Gloss Finish, Basis Size 20 x 26", 80 lbs. per 500 sheets equal to JCP Code L12.

Text: White No. 2 Coated Text, Gloss-Finish, Basis Size 25 x 38", 80 lbs. per 500 sheets equal to JCP Code A182.

MARGINS: To be determined from layout and design provided by contractor. Anticipate bleeds on all sides and across the bind.

BINDING:

Health Matters Magazine & Annual Report:

Paper covers wrap-around, saddle-stitch and trim 3 sides. Saddle-stitch in two places along the 10-7/8" dimension, and trim three sides. Each product must contain complete 4-page signature after trimming. Single leaves connected with a lip (i.e., binding stub) to left or right side of stitches will not be allowed.

Healthy Living Calendar:

Calendar Cover: Flat size 10-3/4 x 17-1/2" (includes 2" extension along the 10-3/4" dimension of the back cover) score and fold via two parallel folds to a finish size 10-3/4 x 8", with title face out.

Saddle-wire stitch in two places (landscape). Front Cover and Text pages trim flush three sides. Back cover and fold-in panel to trim flush two sides left/right with the fold to be offset by 1/2" from the bottom side of front cover and text leaves.

Drill one 1/8" diameter hole, center in the bottom 10-3/4" dimension, center of hole is 5/16" from bottom edge. The back cover and fold-in panel does not drill.

PACKING:

Mail: All single copies will be mailed as self-mailers.

Bulk: Pack in shipping containers not to exceed 40 lbs. when fully packed.

All shipments which fill less than a shipping container must be packaged with materials of sufficient strength and durability and in such a manner which will guarantee that the product will not be damaged and the package will not open nor split when processed through the U.S. mail system or a small package carrier delivery system.

Shipping containers shall have a minimum bursting strength of 275 pounds per square inch or a minimum edge crush test (ECT) of 44 pounds per inch width.

LABELING AND MARKING:

Mail: Affix a mailing label to each unit of mail sent as self-mailers.

Bulk: All shipping containers require a container label. Complete a copy of the enclosed shipping label(s) (also available at www.gpo.gov/pdfs/vendors/sfas/terms.pdf) and affix one to each shipping container according to the instruction at the top of the carton label sheet (make additional copies as necessary). There will be a minimum charge of \$50.00 per order (per Jacket) for all labeling and marking corrections that are made by the Government due to the contractor's failure to label/mark all containers per specifications and Contract Terms.

Spanish publications mailed to Florida and Georgia should be clearly marked on the outside packaging for easy identification by the Government.

QUALITY ASSURANCE RANDOM COPIES: The contractor may be required to submit quality assurance random copies to test for compliance against the specifications. The print order will indicate the number required, if any. When ordered, the contractor must divide the entire order into equal sublots and select a copy from a different general area of each subplot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. Copies will be paid for at the running rate offered in the contractor's bid and their cost will not be a consideration for award.

Quantity Ordered	Number of Sublots
500 - 3,200	13
3,301 - 10,000	20
10,001 – 35,000	32
35,001 and over	50

The copies are to be mailed at the same time as the first scheduled shipment. A copy of the print order must be included.

A U.S. Postal Service approved Certificate of Mailing, identified by Program, Jacket and Print Order numbers, must be furnished with billing as evidence of mailing.

DISTRIBUTION: Inside delivery is required on all bulk deliveries.

Veterans Health Matters Magazine (Quarterly Issue):

Individual copies: Mail f.o.b. contractor's city approximately 500 copies in ENGLISH and 35 copies in SPANISH as self-mailers to addresses in Florida, Washington D.C., and San Juan/US Virgin Islands, per the distribution list provided with each print order.

Bulk shipments: Ship via most economical, traceable means, f.o.b. contractor's city, approximately 36,551 copies in ENGLISH and 6,449 in SPANISH to approximately 125 locations per the distribution list provided with each print order.

Government will provide mailing list to contractor during production phase, when requested.

Healthy Living Calendar (Annual Issue):

Bulk shipments: Ship f.o.b. destination via most economical, traceable means approximately 371,035 (329,200 English & 41,835 Spanish) copies to 9 individual addresses in the quantities listed below.

NOTE: Puerto Rico bulk copies of the *Healthy Living Calendar* must be shipped to the following warehouse for transport to Puerto Rico by sea transport; NOTE: Two labels (*) must be prepared; instructions follow in chart below.

Facility (Quantities may vary by publication)	English Copies of Calendar	Spanish Copies of Calendar
VISN 8 Network Office Office of Communication Attn: Susan Wentzell 140 Fountain Parkway, Suite 600 St. Petersburg, FL 33716	100	10
C.W. Bill Young VA Healthcare Center Warehouse (Bldg. 37) Attn: D. Akins/Library Service (142D) 10000 Bay Pines Blvd. Bay Pines, FL 33744	65,000	25
Florida Department of Veterans Affairs Attn: Communications Manager The Capitol Building Ste. 2105 Tallahassee, FL 32399-0001	100	0
<p>(*) Puerto Rico Shipment – Requires two labels</p> <p>Label #1 goes on the shipping boxes in the Jacksonville warehouse. Label #2 is the San Juan destination after they get off the ship.</p> <p>Label 1: Department of Veterans Affairs VA Caribbean Healthcare System c/o Interstate Warehouse 3700 Port Parkway Jacksonville, FL 32226</p> <p>-----</p> <p>Label 2: VA Caribbean Healthcare System Warehouse Attn: Veterans Health Education Coordinator 10 Casia Street</p>	5,000	40,000

San Juan, Puerto Rico 00921		
Miami VAHCS Attn: Veterans Health Education Coordinator 1201 NW 16 th Street Miami, FL 33126	45,000	500
North Florida/S. Georgia Veterans Health System Veterans Health Education Coordinator (11C-1) 1601 SW Archer Road Gainesville, FL 32608	79,000	100
Orlando VA Medical Center Attn: Veteran Family Health Coordinator Bldg 141 13800 Veterans Way Orlando, FL 32827	55,000	500
James A. Haley Veterans' Hospital Warehouse Attn: Chief, Library Service (142D) 13000 Bruce B. Downs Blvd. Tampa, FL 33612	50,000	600
West Palm Beach VA Medical Center Attn: Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410	30,000	100

Annual Report (Annual Issue):

Mail f.o.b. contractor's city approximately 350 individual copies (self-mailers) to addresses in Florida, Georgia, Puerto Rico and the US Virgin Islands and other parts of the U.S.

Mail or ship via most economical, traceable means, f.o.b. contractor's city, approximately 4,500 copies in the following quantities to the following locations:

Facility	Annual Report
Bay Pines VAHCS Chief, Library Services (142D) Bldg. 100, Room 1A106 10000 Bay Pines Blvd Bay Pines, FL 33744	600 copies – 4 boxes of 150
VA Caribbean Healthcare System Chief, Library Service (142D) 10 Casia Street San Juan, PR 00921-3201	450 copies – 3 boxes of 150

Miami VAHCS Veterans Health Education Coordinator 1201 NW 16 th Street Miami, FL 33125	600 copies – 4 boxes of 150
Lake City VA Medical Center 619 South Marion Ave. Lake City, FL 32025	1,200 copies – 8 boxes of 150
Orlando VA Medical Center Veteran Family Health Coordinator 13800 Veterans Way Orlando,, FL 32827	450 copies – 3 boxes of 150
James A. Haley Veterans Hospital Chief, Library Service (142D) 13000 Bruce B. Downs Blvd Tampa, FL 33612	600 copies – 4 boxes of 150
West Palm Beach VA Medical Center Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410	600 copies – 4 boxes of 150
TOTALS	4,500 copies (all in English)

All issues:

Single copies (self-mailers) require the contractor to affix labels (or at contractor's option, inkjet addresses) in proper location on last page, sort, and package in zip code sequence.

Upon receipt of distribution list(s) and before production print of publication, contractor to generate Zip + 4 barcode and perform PAVE, CASS/MASS, and NCOA certifications of the distribution list(s) in accordance with USPS regulations. Addresses to print in standardized format to meet USPS regulations.

NOTE: After completion of PAVE, CASS/MASS, and NCOA certifications, contractor is to immediately notify VA and GPO of any changes to quantity. Once the final quantity is determined by the Government, contractor may begin print production.

All mailings are to be made at the presort standard rate. Contractor to prepare mailing to maximize presort discounts and comply with USPS mailing requirements for automation compatible mailing in effect at the time of mailing.

Contractor will be required to pay postage/shipping for each mailing. Contractor will be reimbursed for postage/shipping by submitting a properly completed Postal Service form(s) with the voucher for billing. Contractor must obtain all permits to enter the pamphlet into the postal system.

All copies mailed must conform to the appropriate regulations in the U.S. Postal Service manuals for "Domestic Mail". It is the contractor's responsibility to keep up to date on all USPS requirements.

The ship/deliver date indicated on the print order is the date products ordered f.o.b. contractor's city must be delivered to the U.S. Postal Service for mailing or shipped to the destination, as applicable.

Upon completion of each order, all furnished materials with one printed sample of each job must be returned to the address listed under "SCHEDULE".

These materials must be packaged, properly labeled, and returned separate from the entire job. The contractor must be able to produce a separate signed receipt for these materials at any time during the contract.

All expenses incidental to the pickup and return of furnished materials, furnishing proofs, and furnishing sample copies must be borne by the contractor.

RECEIPT FOR DELIVERY: Contractor must furnish their own receipts for delivery. These receipts must include the GPO jacket, program, and print order numbers: total quantity delivered, number of cartons, and quantity per carton: date delivery made: and signature of the Government agent accepting delivery. The original copy of this receipt must accompany the contractor's voucher for payment.

SCHEDULE: Adherence to this schedule must be maintained.

Contractor must not start production of any job prior to receipt of the individual print order (GPO Form 2511) to be picked up with the furnished material.

Furnished material must be picked up from and delivered to: VISN 8 Office of Communication, 140 Fountain Parkway, Suite 600, St. Petersburg, FL 33716---Attn: Susan Wentzell (727) 575-8072.

The following schedule begins the workday after notification of the availability of print order and furnished material; the workday after notification will be the first workday of the schedule.

The numbers under the column headed "WD After" represent the number of workdays allowed to complete that certain part of the schedule after completion of the preceding part. NOTE: Workdays allowed are based on Government needs.

	<u>WD After</u>
Editorial Content Creation and Management and Final Draft to Department.....	25 - 30
Department to approve final draft file.....	2
Draft to print production.....	2
Proofs to Department designee and 508 compliant file.....	2
Proofs marked "OK to Print" or "Okay to print with Corrections".....	2
Contractor must make complete shipment	7 - 10

Revised Proofs: When revised proofs are required by the Government due to Government errors, 2 additional workdays will be allowed.

Editorial meetings to take place 2 workdays after **Print order to be made available to contractor immediately following editorial meeting.** Anticipate issue dates will be March (Spring), June (Summer), September (Fall), and December (Winter) for the quarterly issues, January for the Annual Report, and October for the Calendar issue.

NOTE: The department will notify the contractor of any changes in schedule seven days before pickup date.

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished upon agreement between the Contractor and Government. 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.

SECTION 3. – DETERMINATION OF AWARD

The Government will determine the lowest bid by applying the prices offered in the "Schedule of Prices" to the following units of production which are the estimated requirements to produce 1 years orders under this contract. These units do not constitute, nor are they to be construed as, a guarantee of the volume of work which may be ordered for a like period of time.

The following item designations correspond to those listed in the "Schedule of Prices".

I.	(A)	
	(1)	4
	(2)	1
	(3)	1
	(B)	
	(1)	4
	(2)	1
	(3)	1
	(C)	
	(1)	4
	(2)	1
II.		
	(1) (a)	4
	(b)	174
	(2) (a)	1
	(b)	5
	(3) (a)	1
	(b)	371
III.	(1)	723
	(2)	100

SECTION 4. – SCHEDULE OF PRICES

GPO Facsimile Number: (404) 605-9185/9186

Bids due by: 2:00 p.m. / Date: February 9, 2017

BIDDERS NAME AND SIGNATURE: Fill out and return* of all the pages in "Section 4.- Schedule of Prices", initial each in the space provided.

Bidder _____

(Address) (City) (State) (Zip)

(Person to be contacted) (Date) (State Code/Contractor's Code)

(Telephone Number) (E-mail address)

You may FAX the Schedule of Prices pages to the above number, or you may mail to: Atlanta Regional Publishing Office, 3715 Northside Parkway NW, Suite 4-305, Atlanta, GA 30327.

NOTE: TELEPHONE QUOTATIONS ARE NOT ACCEPTABLE.

**

PAYMENT TERMS:

Discounts are offered for payment as follows: _____ percent, _____ calendar days. See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Pub. 310.2).

THIS SECTION FOR GPO USE ONLY

Certified by: _____ Date: _____
(Initials)

Contracting Officer: _____ Date: _____
(Initials)

Quotes offered are f.o.b. destination(s).

Prices must include the cost of all required materials and operations for each item listed in accordance with these specifications.

Bidder must make an entry in each of the spaces provided. Quotes submitted with any obliteration, revision, or alteration of the order and manner of submitting quotes, may be declared nonresponsive.

An entry of NC (No Charge) shall be entered if bidder intends to furnish individual items at no charge to the Government.

Quotes submitted with NB (No Bid) or blank spaces for an item may be declared nonresponsive.

The Contracting Officer reserves the right to reject any offer that contains prices for individual items of production (whether or not such items are included in the Determination of Award) that are inconsistent or unrealistic in regard to other prices in the same offer or to GPO prices for the same operation if such action would be in the best interest of the Government.

All billing submitted to the GPO shall be based on the most economical method of production.

The contractor is cautioned not to perform any operation(s) or produce any product(s) for which a price has not been offered under the contract. Further, the contractor is not to accept print orders which are outside the scope of the contract. Any changes made to the print order MUST be confirmed in writing by the Contracting Officer, Atlanta GPO. If such orders are placed by the agency, and no Modification is received from the Atlanta GPO, the contractor is to notify GPO Atlanta immediately. Failure to do so may result in nonpayment.

Bids offered are f.o.b. contractor's city all mailed shipments and f.o.b. destination for all other shipments.

Prices must include the cost of all required materials and operations for each item listed in accordance with these specifications.

Bidder must make an entry in each of the spaces provided. Bids submitted with any obliteration, revision, or alteration of the order and manner of submitting bids, may be declared nonresponsive.

An entry of NC (No Charge) shall be entered if bidder intends to furnish individual items at no charge to the Government.

Bids submitted with NB (No Bid) or blank spaces for an item may be declared nonresponsive.

The Contracting Officer reserves the right to reject any offer that contains prices for individual items of production (whether or not such items are included in the Determination of Award) that are inconsistent or unrealistic in regard to other prices in the same offer or to GPO prices for the same operation if such action would be in the best interest of the Government.

All billing submitted to the Government Printing Office must be based on the most economical method of production at the prices offered.

The contractor is cautioned not to perform any operation(s) or produce any product(s) for which a price has not been offered under the contract. Further, the contractor is not to accept print orders which are outside the scope of the contract. Any changes made to the print order MUST be confirmed in writing by the Contracting Officer, Atlanta GPO. If such orders are placed by the agency, and no Modification is received from the Atlanta GPO, the contractor is to notify GPO Atlanta immediately. Failure to do so may result in nonpayment.

Fractional parts of 1,000 will be prorated at the per 1,000 rate.

I. CONTENT CREATION:

A. Editorial Content and Design Process:

- (1) Health Matters Magazine...(inc. Whiteboard Video)...per issue.....\$ _____
- (2) Annual Report.....per issue.....\$ _____
- (3) Wellness Calendar.....per issue.....\$ _____

B. 508 Compliance – Web Accessibility PDF:

- (1) Health Matters Magazine...(inc. Spanish version).....per issue\$ _____
- (2) Annual Report.....per issue\$ _____
- (3) Wellness Calendar...(inc. Spanish version)..... per issue\$ _____

C. Spanish Translation:

- (1) Health Matters Magazine.....per issue.....\$ _____
- (2) Wellness Calendar.....per issue.....\$ _____

II. PRINTING: Prices offered shall include the cost of all required materials and operations necessary for the complete production, packing, and distribution of the product listed in accordance with these specifications, with the exception of Items I and III.

	Makeready and/or Setup (a)	Run, per 1000 copies (b)
Printing in four color process, including binding:		
(1) Health Matters Magazine (inc. Spanish version).....per issue.....	\$ _____	\$ _____
(2) Annual Report.....per issue.....	\$ _____	\$ _____
(3) Wellness Calendar (inc. Spanish version).....per issue.....	\$ _____	\$ _____

III. ADDITIONAL OPERATIONS:

- (1) Preparing Self-Mailer Copies for mailing including generate/affix labels (or inkjet addresses) and deliver to post office.....per 1,000 addresses.....\$ _____
- (2) Database Creation.....per record.....\$ _____

 (Initials)

BIDDERS NAME AND SIGNATURE: Fill out and return a copy of all pages in "Section 4. - Schedule of Prices", initial or sign each in the space provided.

Fill out and return two copies of GPO Form 910. The schedule of prices will prevail in instances where prices are inadvertently entered on GPO Form 910.

GPO Form 910 is available on GPO web site at: <http://www.gpo.gov/pdfs/vendors/sfas/bids910.pdf>.

Bidder _____

(City - State)

By _____
(Signature and title of person authorized to sign this bid)

(Person to be contacted)

(Telephone Number)

GPO Form 910
(R 8-01) P.57021-4
Part 1
ORIGINAL

U.S. GOVERNMENT PRINTING OFFICE
Printing Procurement Department

BID

All bids are subject to GPO Publication 310.2, Contract Terms (Rev. 6-01) which is incorporated by reference, and the representations and certifications on the reverse of part one of this GPO Form 910.

Shipment(s) 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, contractor will be responsible for any additional shipping costs incurred.)

PROGRAM NO. _____ (BIDDER TO ATTACH SCHEDULE OF PRICES TO THIS BID FORM)

or

JACKET NO. _____

BID _____

Additional _____ Rate _____

Discounts are offered for prompt payment as follows: _____ percent, _____ calendar days.
See Provision 12 "Discounts" in GPO Contract Terms (Pub. 310.2).

Bidder hereby acknowledges amendment(s) number(ed) _____

In compliance with the above, the undersigned agrees, 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.

Notice: Failure to provide a 60 day bid acceptance period may result in expiration of your bid prior to award.

COMPANY SUBMITTING BID

PERSON AUTHORIZED TO BID

Company _____ Name _____

Address _____ Title _____

City _____ State _____ Zip _____ Signature _____

GPO Contractor Code (if known) _____ Date _____

Telephone Number _____ Facsimile Number _____

Contracting Officer Review _____ Date _____ Certifier _____ Date _____
(Initials) (Initials)

Representations and Certifications

Exception to the certifications may render your bid nonresponsive. Submission of your bid without statement of exception shall constitute certification of the six items.

REPRESENTATIONS.

R-1. Small business. By submission of a bid, the bidder represents that the bidder is a small business concern, unless the bid contains an affirmative representation that the bidder is not a small business concern.

R-2. Small Disadvantaged Business Concern. By submission of a bid, the bidder represents that the bidder is not a small disadvantaged business concern, unless the bid itself contains an affirmative representation that the bidder is a small disadvantaged business concern.

R-3. Women-Owned Small Business Concern. By submission of a bid, the bidder represents that the bidder is not a women-owned small business concern, unless the bid itself contains an affirmative representation that the bidder is a women-owned small business concern.

CERTIFICATIONS.

C-1. Covenant Against Contingent Fees. Submission of a bid without statement of exception shall constitute certification.

(a) The contractor warrants that no person or agency has been employed or retained to solicit or obtain a contract upon an agreement or understanding for a contingent fee, except a bona fide employee or agency. For breach or violation of this warranty, the Government shall have the right to annul the contract without liability or, in its discretion, to deduct from the contract price or consideration or otherwise recover the full amount of the contingent fee.

(b) "Bona fide agency" means an established commercial or selling agency, maintained by a contractor for the purpose of securing business, that neither exerts nor proposes to exert improper influence to solicit or obtain Government contracts nor holds itself out as being able to obtain any Government contract or contracts through improper influence.

"Bona fide employee" means a person, employed by a contractor and subject to the contractor's supervision and control as to time, place, and manner of performance, who neither exerts nor proposes to exert improper influence to solicit or obtain Government contracts nor holds out as being able to obtain any Government contract or contracts through improper influence.

"Contingent fee" means any commission, percentage, brokerage, or other fee that is contingent upon the success that a person or concern has in securing a Government contract.

"Improper influence" means any influence that induces or tends to induce a Government employee or officer to give consideration or to act regarding a Government contract on any basis other than the merits of the matter.

C-2. Buy American Certification. Except as may be listed with the bid itself, the bidder certifies with the submission of a bid that each end product is a domestic end product (as defined in clause 37 "Buy American Act" in Contract Clauses), and that components of unknown origin have been considered to have been mined, produced, or manufactured outside the United States. Any exception listed with the bid itself must list both the excluded end products and the country of origin of each.

C-3. Clean Air and Water. Submission of a bid without statement of exception shall constitute certification.

(Applicable if the bid or offer exceeds \$100,000 or the Contracting Officer has determined that orders under an indefinite quantity contract in any year will exceed \$100,000, or a facility to be used has been the subject of a conviction under the Clean Air Act (42 U.S.C. 7413 (C) (1)) or the Federal Water Pollution Control Act (33 U.S.C. 1319(c)) and is listed by EPA, or is not otherwise exempt.)

(a) Any facility to be utilized in the performance of the proposed contract has not been listed on the Environmental Protection Agency List of Violating Facilities.

(b) The Contracting Officer will be promptly notified, prior to award, of the receipt of any communication from the Director, Office of Federal Activities, Environmental Protection Agency, indicating that any facility which he/she proposes to use for the performance of the contract is under consideration to be listed on the EPA List of Violating Facilities.

(c) Bidder will include substantially this certification, including this paragraph (c), in every nonexempt subcontract.

C-4. Certificate of Independent Price Determination. Submission of a bid without statement of exception shall constitute certification.

(a) The offeror certifies that:

(1) The prices in the offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror or competitor relating to (i) those prices; (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered.

(2) The prices in the offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern to submit or not to submit an offer for the purpose of restricting competition.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory—

(1) Is the person in the offeror's organization responsible for determining the prices being offered in the bid or proposal, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a) (1) through (a) (3) of this provision; or

(2)(i) Has been authorized, in writing, to act as agent for the following principals in certifying that those principals have not participated, and will not participate in any action contrary to subparagraphs (a) (1) through (a) (3) of this provision [insert full name of person(s) in the offeror's organization responsible for determining the prices offered in the bid or proposal, and the title of his or her position in the offeror's organization];

(ii) As an authorized agent, does certify that the principals named in subdivision

(b)(2)(i) of this provision have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) of this provision; and

(iii) As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) of this provision.

(c) If the offeror deletes or modifies subparagraph (a)(2) of this provision, the offeror must furnish with its offer a signed statement setting forth in detail the circumstances of the disclosure.

C-5. Certification Regarding Debarment, Suspension, Proposed Debarment, and Other Responsibility Matters (Jan. 1999). By submission of a bid—

(a)(1) The offeror certifies, to the best of its knowledge and belief, that—

(i) The offeror and/or any of its principals—

(A) Are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency;

(B) Have not, within a 3-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract, violation of Federal or state antitrust statutes relating to the submission of offers, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and

(C) Are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with commission of any of the offenses enumerated in subdivision (a)(1)(i)(B) of this provision.

(ii) The offeror has not, within a three-year period preceding this offer, had one or more contracts terminated for default by any Federal agency.

(2) "Principals," for the purposes of this certification, means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of a subsidiary, division or business segment, and similar positions).

This Certification Concerns a Matter Within the Jurisdiction of an Agency of the United States and the Making of a False, Fictitious, or Fraudulent Certification May Render the Maker Subject to Prosecution Under Section 1001, Title 18, United States Code.

(b) The offeror shall provide immediate written notice to the Contracting Officer if, at any time prior to contract award, the offeror learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

(c) A certification that any of the items in paragraph (a) of this provision exists will not necessarily result in withholding of an award under the solicitation. However, the certification will be considered in connection with a determination of the offeror's responsibility. Failure of the offeror to furnish a certification or provide such additional information as requested by the Contracting Officer may render the offeror non-responsible.

(d) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by paragraph (a) of this provision. The knowledge and information of an offeror is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

(e) The certification in paragraph (a) of this provision is a material representation of fact upon which reliance was placed when making award. If it later determined that the offeror knowingly rendered an erroneous certification, in addition to other remedies available to the Government, the Contracting Officer may terminate the contract resulting from the solicitation for default.

C-6. Certification of Nonsegregated Facilities (Jan. 1999). Submission of a bid without statement of exception shall constitute certification.

(a) "Segregated facilities," as used in this provision, means any waiting rooms, work areas, rest rooms and wash rooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees, that are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin because of habit, local custom, or otherwise.

(b) By submission of an offer, the offeror certifies that it does not and will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not and will not permit its employees to perform their services at any location under its control where segregated facilities are maintained. The offeror agrees that a breach of this certification is a violation of the Equal Opportunity clause in the contract.

(c) The offeror further agrees that (except where it has obtained identical certifications from proposed subcontractors for specific time periods) it will—

(1) Obtain identical certifications from proposed subcontractors before the award of subcontracts under which the subcontractor will be subject to the Equal Opportunity clause;

(2) Retain the certifications in the files; and

(3) Forward the following notice to the proposed subcontractors (except if the proposed subcontractors have submitted identical certifications for specific time periods):

NOTICE TO PROSPECTIVE SUBCONTRACTORS OF REQUIREMENT FOR CERTIFICATION OF NONSEGREGATED FACILITIES

A certification of Nonsegregated Facilities must be submitted before the award of a subcontract under which the subcontractor will be subject to the Equal Opportunity clause. The certification may be submitted either for each subcontract or for all subcontracts during a period (i.e., quarterly, semiannually, or annually).

Note: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.