



U.S. GOVERNMENT PUBLISHING OFFICE  
Washington, DC

GENERAL TERMS, CONDITIONS, AND SPECIFICATIONS

For the Procurement of

**Recruiting Business Cards**

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

U.S. Coast Guard Recruiting Command

Single Award

**TERM OF CONTRACT:** The term of this contract is for the period beginning **Date of Award and ending xxxxxxxx**, plus up to *FOUR* optional 12-month extension period(s) that may be added in accordance with the "**Option to Extend the Term of the Contract**" clause in Section 1 of this contract.

**BID OPENING:** Bids shall be publicly opened at 11 a.m., prevailing Washington, D.C. time, on **xxxxxxx**.

**BID SUBMISSION:** Submit bid in pre-addressed envelope furnished with solicitation, or send to: U.S. Government Printing Office, Bid Section, 36 H Street, NW, Room C161, Stop: PPSB Washington, D.C. 20401-0001. Facsimile bids in response to this solicitation are permitted. Facsimile bids may be submitted directly to the GPO Bid Section, FAX No. (202) 512-1782. The Program number and bid opening date must be specified with the bid. Refer to Facsimile Bids in Solicitation Provisions of GPO Contract Terms, GPO Publication 310.2 as revised June, 2002.

**PRODUCTION AREA:** It is assumed that all production facilities used in the manufacture of the product(s) ordered under this contract will be located within a 60-mile radius of zero milestone Washington, DC.

Any bidder intending to use production facilities outside this area should furnish information with the bid which will, on its face, demonstrate ability to meet the schedule requirements. The determination by the Government of the acceptability of this information in no way relieves the successful bidder of the responsibility for compliance with these schedule requirements.

**BIDDERS, PLEASE NOTE:** These specifications have been revised; therefore, all bidders are cautioned to familiarize themselves with all provisions of these specifications before bidding. A complete copy of the **specification including exhibit A and B**, can be obtained from the bid room by request. Phone request to the U.S. Government Printing Office, Washington, D.C. on (800) 368-5762 or (202) 512-0526.

Abstracts of contract prices are available at <http://www.gpo.gov/gpo/abstracts/abstract.action?region=Central>

For information of a technical nature call AST xxxxxxxxxx, (202) 512-0310 (No collect calls) or xxxxxx@gpo.gov.

## SECTION 1. GENERAL TERMS AND CONDITIONS

**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 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)).

GPO Contract Terms (GPO Publication 310.2) – <http://www.gpo.gov/pdfs/vendors/sfas/terms.pdf>

GPO QATAP (GPO Publication 310.1) – <http://www.gpo.gov/pdfs/vendors/sfas/qatap.pdf>.

**DISPUTES:** 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](http://www.gpo.gov/pdfs/vendors/contractdisputes.pdf). This June 2008 clause also cancels and supersedes any other disputes language currently included in existing contractual actions.

**SUBCONTRACTING:** Subcontracting will not be permitted.

**QUALITY ASSURANCE 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) Composition - GPO Contract Terms apply.

### 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:**

<u>Attribute</u>	<u>Specified Standard</u>
P-7. Type Quality and Uniformity	Average Type Dimension in Publication
P-10. Process Color Match	Electronic Media

**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.

**OPTION TO EXTEND THE TERM OF THE CONTRACT:** 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 5 years as a result of, and including, any extension added under this clause. Further extension may be negotiated under the “**Extension of Contract Term**” clause. See also “**Economic Price Adjustment**” for authorized pricing adjustments(s).

**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 the beginning of the contract to **xxxxxxxx**, 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 "Consumer Price Index For All Urban Consumers - Commodities Less Food" (Index) 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 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 **May 30, 2012**, 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.

**ASSIGNMENT OF JACKETS, PURCHASE AND PRINT ORDERS:** A GPO jacket number will be assigned purchase order will be issued to the contractor to cover work performed. The purchase order will be supplemented by a monthly "Print Order" which will indicate the total number of electronic orders placed for the previous month. 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 **xxxxxxx** plus for such additional period(s) as the contract is extended. 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 via e-mail and/or fax or otherwise furnished to the contractor and other responsible Government Agencies in conformance with the schedule.

**IMPRINT:** The requirement for a GPO imprint is waived.

**PREAWARD SURVEY:** In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract.

**POSTAWARD CONFERENCE:** The total requirements of the job as indicated in the specifications, will be reviewed by Government representatives with the contractor's representatives at the Government Printing Office and/or tele-conference immediately after award.

**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.

**NOTE:** 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, if any.

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.

The Government may issue orders which provide for shipment/delivery to or performance at multiple destinations.

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.

## SECTION 2.- SPECIFICATIONS

**SCOPE:** These specifications cover the production of business cards, requiring such operations as on-line ordering, composition, data capture, printing, trimming, packing and distribution.

**TITLE:** Recruiting Business Cards.

### **FREQUENCY OF ORDERS:**

While it would be impossible to predetermine the frequency of orders, it is anticipated at this time that approximately 1 to 15 orders will be placed per year with approximately 1 to 100 names submitted per print order. The majority of print orders will be less than 50 names and on occasion may be up to 200 names.

**NOTE:** Orders will be placed via the contractor's web-based on-line ordering system. (See "ON-LINE ORDERING").

**NUMBER OF PAGES:** Face and back

**QUANTITY:** 500 cards per individual name.

**TRIM SIZE:** 3-1/2 x 2".

### **GOVERNMENT TO FURNISH:**

**NOTE:** The contractor is to keep the furnished logo throughout the term of the contract. The logo will remain the same on every order.

Electronic media will be furnished as follows –

Platform: IBM/MAC or compatible using Windows NT.

Storage Media: CD-R.

Files will be furnished in native application format and PDF.

Software: Photoshop 7.0.1.59

All platform system and software upgrades (for specified applications) which may occur during the term of the contract must be supported by the contractor.

Fonts: Printer and screen fonts will **NOT** be furnished.

One reproduction proof, Form 905 (R. 6/03) with labeling and marking specifications.

Identification markings such as register marks, commercial identification marks of any kind, 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.

**NOTE: Under no circumstances will the names or web addresses furnished by the Government be used for any purpose other than for producing business cards for the intended recipients.**

**ON-LINE ORDERING:** The contractor must provide an Internet-based on-line ordering system site with the following capabilities within 14 days of notification of award of the contract.:

1. The contractor's web-site must contain an individual template for the business card as specified in this contract.
2. The contractor's ordering system must provide a fillable form specifically designed to accept data and place an Order Request as a one-step process.
3. Placement of an Order Request must result in the immediate generation of an on-line proof.

**NOTE:** The actual order will not be "placed" until Electronic Confirmation is entered into the contractor's on-line ordering system and a print order is received.

\*The ordering agency **MUST** submit a copy of the print order to the Government Publishing Office, 732 N.Capitol Street, NW, Attn: Team XX, Rm C-838, Washington, DC.20401 or. FAX 202-512-1368.

**REPORTS:** The contractor must generate and submit a fax or email of a monthly report to the Government Publishing Office, Attn: xxxxx (xxxxxx or fax: 202-512-1368) The report shall contain: the print order number, date orders were placed; names of persons placing the order; total number of orders placed; confirmation code; and billing information.

#### **COMPOSITION:**

The contractor will be required to create business cards for each individual's pertinent information as submitted by on-line ordering.

Contractor will be required to set type for individual names, addresses and phone numbers in Palatino Fonts, 8 through 12 point.

While the above typeface is preferred, a suitable alternate of comparable weight, face, and size will be considered. If an alternate typeface is proposed, each bidder shall list in the bid the name of the alternate typeface.

The GPO reserves the right to require samples and to judge the suitability of any alternate typeface offered in order to make an award which is deemed to be in the best interest of the Government.

**ELECTRONIC PREPRESS:** Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to Luis Gutierrez on (703) 235-1808.

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

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

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

#### **PROOFS:**

Proofs will consist of an immediate on-line proof of the Order Request.

When requested, contractor must furnish one (1) set of Adobe Acrobat (current version) PDF soft proof

of specified individual page.

PDF soft proofs will be transferred to the agency via email or FTP. PDF soft proof will be evaluated for text, image position, and color breaks. Proofs will not be used for color match.

The contractor shall produce the proofs from the digital files that will be used for production.

**NOTE:** Any errors or deviations from the specifications due to processing of the digital files by the contractor will be corrected and will be at no cost to the Government. Proofs of pages that require corrections will be marked up by the Government and returned to the contractor. Corrections shall be accomplished by revising the process and generating new proofs.

When applicable, PDF soft proofs must be emailed to the ordering agency. Email address to: Luis.Gutierrez@uscg.mil.

The contractor must not print prior to receipt of an **“OK to Print”** in the form of an on-line Electronic Confirmation entered into contractor’s on-line ordering system.

**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. 11" dated February 1999.

Government Paper Specification Standards No. 11 - <http://www.gpo.gov/customers/vol11.htm>

Opaque Smooth White Cover, basis weight: 100 lbs per 500 sheets, 20 x 26", equal to JCP Code L21.

**PRINTING: (artwork may change during the term of the contract).**

Print face and back.

**First Side:**

Print in four-color process. See Exhibit A.

**Second Side:**

Print in black ink only. See Exhibit B

**BINDING:** Trim four sides.

**PACKING:**

Box individual names in units of 500 as applicable. Affix one business card to the outside of each box. Insert box(s) into a cushioned shipping bag(s) or at contractor's option, a shipping container. Individual boxes, shipping bag(s) or container(s) must be of sufficient strength as to insure against damage to the product during shipment.

**Note:** Each set of cards will have an individual packing list.

**LABELING AND MARKING:**

Reproduce shipping container label from furnished repro, fill in appropriate blanks and attach to shipping containers. (Ink Jet labels are acceptable).

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.

**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 sub-lots and select a copy from a different general area of each sublot. 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.

**PAYMENTS ON PURCHASE ORDER:** Processing vouchers for payment, FAX the completed invoice to us by utilizing the GPO barcode coversheet program application. Access the hyperlink below and follow the instructions as indicated:

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

Facsimile transmission should only be used when no samples are required with your invoice, otherwise payment will be held up while the invoice is returned to you for the required sample(s).

ALL voucher packages and envelopes MUST be mailed to: COMPTROLLER-FMCE, Office of Financial Management, U.S. Government Publishing Office, Washington, DC 20401

**Note: Do not mail your invoice to any other GPO Procurement Office as this will delay payment.**

**DISTRIBUTION:**

All shipments are to be made by reimbursable Small Package Carrier. All shipments must be made by traceable means. A signed receipt is required.

- Each set of cards will have individual shipping addresses.
- Each set of cards will have an individual packing list.
- Complete addresses and quantities will be furnished with the print orders.
- Original Small Package Carrier must ship directly to the final destination.

The contractor will be reimbursed for all shipping costs by submitting all shipping/ mailing receipts with the voucher for billing.

All mailing/ shipping shall be made at the most economical rate to the Government-reimbursable.

All expenses incidental to picking up and returning materials, submitting proofs, and furnishing sample copies must be borne by the contractor.

Upon completion of the contract, all government furnished material, including electronic media must be returned to

U.S. Coast Guard, 2300 Wilson Boulevard, Suite 500, Arlington, VA. 22201 Attn: Luis Gutierrez (703) 235-1808.

**SCHEDULE:**

Adherence to this schedule must be maintained. Contractor must not start production of any job prior to receipt of an Electronic Confirmation and print order for each electronic order.

No definite schedule for placement of orders can be predetermined at this time.

The following schedule begins the workday after issuance of a Confirmed Electronic Order; the workday after notification will be the first workday of the schedule.

Contractor must complete production and distribution **within 14 workdays** after receipt of a Confirmed Electronic Order.

Contractor is to submit proofs as soon as they deem necessary in order to comply with the shipping schedule.

The ship/deliver date indicated on the order is the date products ordered must be received at the destination specified.

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

Upon completion of each order, the contractor is to notify the U.S. Government Publishing Office of the date of delivery. Call (202) 512-0516 or 0517; callers outside the Washington, DC area may call toll free 1-800-424-9470 or 9471.

### **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 one year's production 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. 530
- II. 1

**SECTION 4.- SCHEDULE OF PRICES**

Bids offered Deliver f.o.b. destination to 1 address within the Washington DC area.

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 non-responsive.

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 non-responsive.

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.

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

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

I. **COMPLETE PRODUCT:** The prices offered must be all-inclusive and must include the cost of all required materials and operations for the printing and packing of business cards, in accordance with these specifications, and must include the costs of on-line orders, composition, generation of all proofs and reports, and paper necessary for the complete production and delivery of the product as defined in Section 2. - Specifications.

Per Box  
of 500 Cards

Per Name..... \$ \_\_\_\_\_

**II. ADDITIONAL OPERATIONS:**

One Time Template Change.....per file.....\$ \_\_\_\_\_

TYPEFACE: If an alternate typeface is proposed, the bidder must list on the line of the same number as the preferred typeface, the name of the alternate typeface to be used.

Preferred Typeface: 1. Palatino Fonts

Alternate Typeface

1. \_\_\_\_\_

\_\_\_\_\_  
(initials)

My production facilities are located within the assumed area of production .....yes \_\_\_\_\_no \_\_\_\_\_

NOTICE: Bidders OUTSIDE the assumed production area specified on page one of these specifications should complete the following information.

1. Proposed carrier(s) for pickup of Government Furnished Material \_\_\_\_\_

a. Number of hours from acceptance of print order to pickup of Government Furnished Material \_\_\_\_\_

b. Number of hours from pickup of Government Furnished Material to delivery at contractor's plant \_\_\_\_\_

2. Proposed carrier(s) for delivery of completed product \_\_\_\_\_

a. Number of hours from notification to carrier to pickup of completed product \_\_\_\_\_

b. Number of hours from pickup of completed product to delivery at destination \_\_\_\_\_

INSTRUCTIONS FOR BID SUBMISSION: Fill out "Section 4.- Schedule of Prices", initialing or signing each page in the space(s) provided. Submit two copies (original and one exact duplicate) of the "Schedule of Prices" with two copies of the GPO Form 910, "Bid" form. Do not enter bid prices on GPO Form 910; prices entered in the "Schedule of Prices" will prevail.

Bidder \_\_\_\_\_

\_\_\_\_\_  
(City – State)

By \_\_\_\_\_

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

\_\_\_\_\_  
(Person to be contacted)

\_\_\_\_\_  
(Telephone Number)