

**Jacket:** 450-971  
**Title:** ChooseVA Postcard Campaign  
**Agency:** VA  
**Bid Opening:** April 30, 2026 at 11 am Eastern

| Contractor Name                 | Bid            | Terms  |         | Discounted Total |
|---------------------------------|----------------|--------|---------|------------------|
| Colonial Press 090-21271        | \$65,325.00    | 3.000% | 20 days | \$63,365.25      |
| DIS Direct 120-27688            | \$72,168.00    | 2.000% | 21 days | \$70,724.64      |
| GH Printing 120-29156           | \$101,396.85   | 1.500% | 20 days | \$99,875.90      |
| Phoenix Lithographics 370-68882 | \$102,779.17   | NET30  | days    | \$102,779.17     |
| Solo Printing 090-81244         | \$103,986.00   | 0.250% | 20 days | \$103,726.04     |
| Execuprint 040-31510            | \$120,699.00   | 0.250% | 20 days | \$120,397.25     |
| KM Media 290-47448              | \$120,775.00   | 0.250% | 20 days | \$120,473.06     |
| Specialty Print Comm. 120-82022 | \$133,970.44   | 5.000% | 21 days | \$127,271.92     |
| District Creative 190-27865     | \$143,800.00   | 1.000% | 20 days | \$142,362.00     |
| Advantage Mailing 040-02494     | \$152,601.50   | 0.250% | 20 days | \$152,220.00     |
| Consolidated Graphics 050-22236 | \$156,853.00   | NET30  | days    | \$156,853.00     |
| Ashlee Catchings N/A            | \$1,707,200.00 | NET30  | days    | \$1,707,200.00   |

Awarded

**BID OPENING:** Bids shall be opened virtually at 11:00 am, Eastern Time (ET), on April 30, 2026 at the U.S. Government Publishing Office. All parties interested in attending the bid opening shall email [bids@gpo.gov](mailto:bids@gpo.gov) one (1) hour prior to the bid opening date and time to request a Microsoft Teams live stream link. This must be a separate email from the bid submission. The link will be emailed prior to the bid opening.

**BID SUBMISSION:** Bidders MUST email bids to [bids@gpo.gov](mailto:bids@gpo.gov) for this solicitation. No other method of bid submission will be accepted at this time. The Jacket Number 450-971 and bid opening date (April 30, 2026) must be specified in the subject line of the emailed bid submission. ***Bids received after the bid opening date and time specified above will not be considered for award.***

**ISSUE DATE:** April 27, 2026

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS, CALL (214)767-0451, x8 (Tom Bacon).

### SPECIFICATIONS

U.S. Government Publishing Office (GPO)  
Government Publishing & Print Procurement

**GPO CONTRACT TERMS:** Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 09-19)).

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

**TITLE:** ChooseVA Postcard Campaign

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

**QUANTITY:** 3,880,000 Total Postcards (3,060,500 Male version and 819,500 Female version)– See Description below.

**PAGES:** Face and Back, Head to Head.

**TRIM SIZE:** 6 x 4-1/4"

**DESCRIPTION:** Contractor to produce and mail a total of 3,880,000 postcards. The total quantity consists of 3,060,500 Postcards for Male recipients and 819,500 Postcards for Female recipients. Postcards print on both sides in Four Color Process, consisting of full color photos, solids, line art, with a QR Code and variable imaging on one side. Bleeds on left edge of the addressed side of the postcard. After printing, coat both sides with a Dull Aqueous Coating, leaving knockout areas for the variable imaged address location and the QR Code, both located on the same side.

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

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

It is the contractor's responsibility to properly safeguard personally identifiable information (PII) from loss, theft, or inadvertent disclosure and to immediately notify the Government of any loss of personally identifiable information. PII is "information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc., alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc." (Ref.: OMB Memorandum 07-16.) Other specific examples of PII include, but are not limited to:

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

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

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

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

The plan shall contain at a minimum:

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

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

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

**ADDITIONAL INFORMATION:**

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

- Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage or data corruption that might interfere with proper file image processing must be reported to your contract administrator.
- The contractor shall create/alter any necessary trapping, set proper screen angles and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level.
- When PostScript Files are not furnished - prior to making revisions, the contractor shall copy the furnished files and make all changes to the copy.

**STOCK/PAPER:** The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the *Government Paper Specification Standards, No. 13*, dated September 2019.

JCP Code\* L60, Silk/Dull Coated Cover, White, Basis Size 20 X 26", 80 lbs.

**INK:** Four Color Process plus a Dull Aqueous Coating, with variable imaging in Black

**MARGINS:** Bleeds on left edge of the addressed side of the postcard.

**PROOFS:** Contractor to submit one Press Quality PDF soft proof (for content only) for each item using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proofs will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match.

Proofs to include live data for at least 10 entries (with mail merge completed). Must encrypt due to PII.

Email proofs on or before May 7, 2026.

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

Email proofs to [matthew.sigurdson@va.gov](mailto:matthew.sigurdson@va.gov) and [brian.mano@va.gov](mailto:brian.mano@va.gov); contractor must also copy contract administrator at [tbacon@gpo.gov](mailto:tbacon@gpo.gov). GPO jacket number 450-971 must appear on all correspondence.

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

CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT".

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

**BINDING:** Trim four sides.

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

**SCHEDULE:**

Award will be made and Purchase Order issued by July 21, 2026.

PDF Proofs will be due to deliver to agency and GPO on or before July 23, 2026.

A total of 3,880,000 single copies mail F.O.B. contractor's city per the following schedule:

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 13, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 14, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 20, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 21, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 27, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by August 28, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by September 3, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by September 4, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by September 10, 2026.

Mail 306,050 copies of the Male Postcard and 81,950 Female copies of the Female Postcard by September 11, 2026.

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

Mail a total of 3,880,000 individual copies using a VA No. 1090 Presorted Standard Mail Permit. Contractor to create mailing indicia. USPS Presorted Standard to include the VA permit 1090, Washington, DC 20066-7204. Vendor to enter GPO jacket number and the VA control number in the "Customer ID Reference" field when completing the necessary paperwork for the post office. Ensure positioning of address/permit info is in accordance with current applicable postal regulations. Evidence of mailing must accompany the contractor's invoice for billing.

**\*\*NOTE:** DO NOT include the cost of mailing in your quote. Mailing costs will be covered using the VA 1090 Permit. Contractor must notify the customer and GPO of the Post Office being used for mailing so that permission to use the Permit can be established.

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

**CRITICAL NOTE:** Contractor must notify the agency of the estimate total postage costs as soon as possible after award so that sufficient funding can be allocated.

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

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

All possible methods to determine if the mailing addresses are accurate must be utilized. Any addresses that are determined to be undeliverable must be pulled from the file. A report of address corrections and undeliverables must be completed and sent to Matthew Sigurdson at [matthew.sigurdson@va.gov](mailto:matthew.sigurdson@va.gov). Any email containing mailing addresses must be encrypted due to the PII.

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

NOTE: Unmailed copies may be returned at the customer's expense, using a furnished shipping label to an address to be provided.

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

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

**COMPLIANCE REPORTING:** Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to [matthew.sigurdson@va.gov](mailto:matthew.sigurdson@va.gov); [tbacon@gpo.gov](mailto:tbacon@gpo.gov) and [compliance@gpo.gov](mailto:compliance@gpo.gov). The subject line of this message shall be "Distribution Notice for Jacket 450-971/REQ. 6-00158". The notice must provide all applicable tracking numbers, shipping method and Title.

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

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

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

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

Product Quality Levels:

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

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

| Attribute Specified             | Specified Standard |
|---------------------------------|--------------------|
| P-7 Type Quality and Uniformity | Electronic Media   |

NOTE: Prior to award, contractor may be required to provide information related to specific equipment that will be used for production.

**OFFERS:** Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for each additional 1,000 printed copies at the same time as the original order. The price of the additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges (but will include shipping), and will NOT be a factor for determination of award.

**BID SUBMISSION:** Bidders MUST submit email bids to [bids@gpo.gov](mailto:bids@gpo.gov) for this solicitation. No other method of bid submission will be accepted at this time.

The Jacket number (450-971) and bid opening date (April 30, 2026) must be specified in the subject line of the emailed bid submission. Bids received after the bid opening time/date specified above will not be considered for award.

NOTE: Bidders are to fill out, sign/initial, and return Page 7.

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

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

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

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

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

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

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

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

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

**CONTRACTOR:** \_\_\_\_\_**SHIPMENT(S):** Shipments will be made from: City \_\_\_\_\_, State \_\_\_\_\_**JACKET 450-971:**                    **BID PRICE \$** \_\_\_\_\_

A cost must be submitted for each additional 1,000 Postcards.

**Additional 1,000 Printed/Addressed Postcards**                    \$ \_\_\_\_\_**DISCOUNTS:** Discounts are offered for payment as follows: \_\_\_\_\_ Percent, \_\_\_\_\_ calendar days. See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Publication 310.2).**BID ACCEPTANCE PERIOD:** In compliance with the above, the undersigned agree, if this bid is accepted within \_\_\_\_\_ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

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

**AMENDMENT(S):** Bidder hereby acknowledges amendment(s) number(ed) \_\_\_\_\_

**BIDDER'S NAME AND SIGNATURE:** Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms - Publication 310.2. When responding by email, fill out and return one copy of Page 8, which includes "SCHEDULE OF PRICES," including initialing/signing where indicated. Valid electronic signatures will be accepted in accordance with the Uniform Electronic Transactions Act, §2. Electronic signatures must be verifiable of the person authorized by the company to sign bids. Failure to sign the signature block below may result in the bid being declared non-responsive.

\_\_\_\_\_  
(Contractor Name) (GPO Contractor's Code)\_\_\_\_\_  
(Street Address)\_\_\_\_\_  
(City – State – Zip Code)By \_\_\_\_\_  
(Printed Name, Signature, and Title of Person Authorized to Sign this Bid) (Date)\_\_\_\_\_  
(Person to be Contacted) (Telephone Number) (Email)

\*\*\*\*\*THIS SECTION FOR GPO USE ONLY\*\*\*\*\*

Certified by: \_\_\_\_\_ Contracting Officer: \_\_\_\_\_  
(Initials and Date) (Initials and Date)

