



U.S. Government Publishing Office (GPO)  
Midatlantic Region  
General Terms, Conditions, and Specifications  
For the procurement of  
**FY24 SY25 IHSJ Hometown Self-Mailer Control & Test Image**  
As requested from U.S. Government Publishing Office (GPO) by the  
Marine Corps Recruiting Command

**BID OPENING:** Bids shall be opened at **11:00 a.m.**, prevailing Eastern Standard Time **November 8, 2023** at the U.S. Government Publishing Office, Midatlantic Region.

**BID SUBMISSION:** Bidders must email bids to [bidsmidatlantic@gpo.gov](mailto:bidsmidatlantic@gpo.gov) for this solicitation. No other method of bid submission will be accepted at this time. The jacket number and bid opening date must be specified in the subject line of the emailed bid submission. **This will not be a public bid opening.**

**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.

**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's. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

The jacket number and bid opening date must be specified with the emailed bid submission. Refer to Facsimile Bids in Solicitation Provisions of GPO Contract Terms, GPO Publication 310.2, as revised January 2018.

Bids received after 11:00 a.m. on the bid opening date specified above will not be considered for award. For information regarding the solicitation requirements prior to award, email Ledo Ulerio at [lulerio@gpo.gov](mailto:lulerio@gpo.gov) For contract administration after award, contact Ledo Ulerio at (757) 490-7943.

## 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 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)).

GPO Contract Terms (GPO Publication 310.2) –

<https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/contractterms2018.pdf>.

GPO QATAP (GPO Publication 310.1) –

<https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>.

**PREAWARD SURVEY:** In order to determine the responsibility of the prime contractor, 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. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

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

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.

NOTE: Prior to award the apparent low vendor must be able to show ability to produce the product in question and may be asked to supply samples of similar items.

**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 invoicing. 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/vendors/how-to-get-paid>

Vendors are expected to submit invoices within 15 days of job shipping/delivery.

**MODS:** If any additional costs are incurred during the production of this job due to Government action (i.e. AAs), contractor is REQUIRED to submit written request to the Printing Specialist for written approval BEFORE proceeding.

Only a warranted GPO Contracting Officer acting within their appointed limits, has the authority to issue modifications or otherwise change the terms and conditions of this contract. If an individual other than the GPO

Contracting Officer attempts to make changes to the terms and conditions of this contract, you shall not proceed with the change and shall immediately notify the GPO Contracting Officer. Proceeding with any work not authorized by the GPO Contracting Officer will be at the Contractor's own risk.

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

**GOVERNMENT TO FURNISH:** Purchase Order and digital file will be sent to the vendor via FTP site.

**PREFLIGHT:** 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 [Lulero@gpo.gov](mailto:Lulero@gpo.gov).

**PRODUCT:** Self-mailer package with 7 panels folded to 6" x 4 1/4", printing 4- color process, Pantone 296C (blue), Pantone 187C (red) plus overall gloss aqueous.

**QUANTITY:**

1,798,000 Self-mailers

Control (FJQR24) – 1,565,000

Image Test (FJTR24) – 233,000

**TITLE:** FY24 SY25 1HSJ Hometown Self-Mailer Control & Test Image

**TRIM:** See description.

**DESCRIPTION:**

This contract is for dated material, delivery schedule is critical and non-negotiable.

\*\*\*All colors must print in one pass

\*\*\*All PMS colors must be shown in proof as close as possible to the actual color.

\*\*\*Press schedule must be provided along with how many shifts this will be printed over.

\*\*\*Upon completion of the printing, printer needs to provide two (2) labeled final digital downloads along with a directory of what was printed.

\*\*\* Delivery date is non-negotiable and a possible second round of proofs may be required and should be considered and included when bidding on project schedule.

\*\*\*Second round proofs are changes to existing proofs. Corrections (color and/or copy) to be made by the printer and the output of proofs need to be included in your price.

**SELF-MAILER**

A. Quantity: 1,798,000 (No Overs/No Unders) One Code: FJQR23

B: Breakdown:

Control (FJQR24) – 1,565,000

Image Test (FJTR24) – 233,000

C. Size: Flat: 6 x 26" (7 Panels) score and barrel fold bottom up to 6 x 4 1/4" final size.

Panel Sizes: 3 7/8"; 4; 4 1/16, 4 1/8"; 4 3/16; 4 1/4 and 1 1/2". The 1 1/2" panel is a flap for sealing.

D. Color 7/7 Bleed- (4/C Process Color + Pantone 187C + Pantone 296C + Gloss Aqueous)

E. Stock: 80# Gloss Cover

F. Perf: Two (2) 6" Horizontal Perfs - bottom 2 panels

G. Bindery: Barrel fold from bottom with 7/8 top panel folding over and sealed with 3 fugitive elongated glue spots - 1/8"(W) x 1/2"(L)

From final electronic production file posted to selected supplier's FTP site output and provide color proofs and backed up digital asset proof along with stock sample for approval. (NOTE: Stock sample must be approved by Agency prior to purchase for printing.)

NOTE: Upon completion of this order, if there were any changes, or if there were no changes to the furnished files, the contractor MUST furnish final production native files (digital deliverables) along with the furnished material. The digital deliverables MUST be an exact representation (reflecting any such changes as AA's retouching, etc., that were performed on the files prior to printing the end product), and MUST be returned/sent on the same type media or storage as was originally furnished. Any

**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. [https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/vol\\_13.pdf](https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/vol_13.pdf)

Gloss-Coated Cover, Weight: 80 lbs. per 500 sheets, 20 x 26"), equal to JCP Code\* L11

**COLOR OF INK:** 7/7 Bleed- (4/C Process Color + Pantone 187C + Pantone 296C + Gloss Aqueous)

**MARGINS:** Bleed must be built.

**PACKING:** Pack in uniform quantities in shipping containers with a minimum bursting strength of 275 psi. Boxes must be filled to capacity without air. Each shipping container must not exceed 45 pounds 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 during delivery process.

Pack to ensure no damage occurs to product during transit prior to receipt by agency. Pack to ensure no shifting of product in transit, using spacers if necessary. Product should arrive with no abrasions, dog-ears, etc. Packing to be in accordance with GPO Contract Terms (GPO Pub. 310.2). Noncompliance with the packing instructions will be cause for the Government to take corrective action in accordance with GPO Pub. 310.2. Palletizing: Pallets must be in accordance with GPO Contract Terms (GPO Pub. 310.2).

**LABELING AND MARKING** Each package or carton must be labeled. Each pallet must be labeled. The label MUST indicate full title, quantity, Jacket number, and total number of boxes shipped, i.e. 6 of 10. White labels with black image of bold, 1/4" height entries.

Inner packages require labels.

Label and mark in accordance with GPO Contract Terms (GPO Pub. 310.2).

**SCHEDULE:** Adherence to this schedule must be maintained. See "Notice of Compliance with Schedules", in GPO Pub. 310.2.

Purchase Order and furnished material will be emailed no later than **November 9, 2023**.

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the 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.

**DISTRIBUTION:** Deliver f.o.b. destination. Ship all destinations by traceable means. All expenses incidental to picking up and returning materials and samples must be borne by the contractor.

-Inside delivery by December 28, 2023.

**PROOF:**

The printer should pull a second set of color proofs and digital assets for reference and to receive color and copy comments/approval.

\*PDF Proof: deliver within two days of award:

Contractor to submit one Press Quality PDF soft proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Include REMINDER that agency can keep proof Three (3) workdays. Date of receipt is NOT considered first workday.

Contractor must call *Jackie McGowan* at 571-559-4645 to confirm receipt.

Email PDF to: [jackie.mcgowan@wundermanthompson.com](mailto:jackie.mcgowan@wundermanthompson.com), [timothy.kao@marines.usmc.mil](mailto:timothy.kao@marines.usmc.mil) and [Lulerio@gpo.gov](mailto:Lulerio@gpo.gov).

\*High Resolution proofs of each version: deliver within three days of PDF approval:

Contractor MUST supply a proof sign-off sheet and a return airbill. Also please include a reminder that the agency can only keep proofs 3 days.

3 sets of digital one-piece composite laminated halftone proofs on the actual production stock (Kodak Approval, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 x 2400 dpi.

At contractor's option, one (1) set of inkjet proofs for Control version, and three (3) sets for Image Test version that are G7 profiled and use pigment-based inks may be submitted in lieu of digital one-piece composite laminated halftone proofs. A proofing RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles Technology, and meets or exceeds industry tolerance to ISO 12647-7 standard for Graphic Technology (as of 2016 and future amendments) must be utilized. Proofs must be ripped and sent at plate resolution (minimum of 2400 x 2400 dpi). If using a 1 bit tiff, the tiff must be made at a minimum of 2400 dpi. Output must be a minimum of 2400 x 1200 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain both of the following to be evaluated for accuracy: 3-tier color control strip: IDEAlliance ISO 12647-7 2013(i1), and the GPO Resolution target found at: [www.gpo.gov/gporestartarget.pdf](http://www.gpo.gov/gporestartarget.pdf). NOTE: If a contractor chooses this proof option, prior evaluation and approval of this proofing method must be provided by GPO, Quality Control for Published Products, to ensure that the final product will be produced in accordance with contract specifications. See instructions at: <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-endors/qlsamples6f200c30b44a64308413ff00001d133d.pdf>. Failure to obtain this evaluation and approval may be cause for the job to be rejected should the final product not match the proofs for color.

Proofs must contain color control bars (such as Brunner, GATF, GRETAG, or RIT) for each color of ink on the sheet. Control bars must be placed parallel to the press ink rollers and must show areas consisting of minimum 1/8 x 1/8 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. These proofs must contain all elements, be in press configuration, and indicate margins. Proofs will be used for color match on press. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi.

Pantone colors must be simulated on proofs and must be proofed separately on a digital color content, overlay, or inkjet proof.

Contractor to submit ink draw downs on actual production stock of Pantone color(s) used to produce the product. Half of draw down must show varnish or coating, as applicable.

Digital color content proofs shall be used to represent spot varnish.

**\*Content proof:**

3 set(s) of digital color content proofs. Direct to plate must be used to produce the final product with a minimum resolution of 2400 x 2400 dpi.

Proofs must be 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 of the product, as applicable.

One set of proofs to be sent to the address provided and one set to be held by contractor for reference, corrections and/or approvals.

**\*Stock samples:** At the same time as submission of the proofs, submit a minimum of 1 set, 8-1/2 x 11 blank sheets to proof addressee of the actual paper to be used in the production of the contract requirements. Samples must be of the kind and quality required by the specifications. The Government will rely on the samples only as a reference to the general appearance of the stock that will be provided by the contractor in conformance to the specifications. The Government assumes no contractual obligation to perform any inspection and test for the benefit of the contractor. The Government's failure to inspect and accept or reject the paper samples shall not relieve the contractor from responsibility, nor impose liability on the Government, for nonconforming paper.

Send one complete set of proofs (digital content and hi-res) for both versions to:

Ms. Jackie McGowan  
2 Maple Street  
Hartsdale, NY 10530

Send 1 set of complete proofs for just the Image Test (FJTR24) version to the following 2 addresses:

Branden Roane  
Wunderman Thompson  
505 N. Angier Avenue, NE  
Fourth Ward Tower Two - 5th Floor

Marine Corps Recruiting Command (Code M)

Captain Tim Kao  
Advertising Section; 2nd Floor  
3280 Russell Road  
Quantico, VA 22134-5103

**PALLETS/PALLETIZING:** Pallets used for this order MUST be wood and have front and rear load beam, with a single (1) 48" long 2 x 4 upright support, centered on the length of the 48" dimension; this will allow a "fixed-fork unloader/uploader to enter the pallets and place them in the warehouse racks. Pallets MUST be partially shrink-wrapped, and the size MUST be 48" X 40", with a maximum height of 48". Cartons MUST be stacked on pallets in a staggered manner to ensure maximum stability.

Pallets shall be suitably packed so as to insure acceptance and safe delivery by common carrier. Maximum gross weight is 2,000 lbs. Pack flush to corners, top side up, label facing out, without overhang at any edge. Voids must be to the center of the pallet. Pack with care. Loaded pallets may be stored four high at destination.

Noncompliance with the palletizing specifications may be cause for the Government to reject the shipment at destination and return it to the contractor at their expense. The Government may, at its option, offer the contractor an opportunity and a reasonable time to correct, however, the Government may choose to repackage in accordance with the specifications and charge all costs to the contractor.

**DEPARTMENTAL RANDOM COPIES (BLUE LABEL):** All orders must be divided into equal sublots in accordance with the chart below. A random copy must be selected from each subplot. Do not choose copies from the same general area in each subplot. The contractor will be required to certify that the copies were selected as directed using GPO Form 917 – Certificate of Selection of Random Copies which can be located on GPO.gov. The random copies constitute a part of the total quantity ordered, and no additional charge will be allowed.

<u>Quantity Ordered</u>	<u>Number of Sublots</u>
1,798,000	200

These randomly selected copies must be packed separately and identified by a special label, GPO Form 2678 – Departmental Random Copies (Blue Label), which must be printed on blue paper and affixed to each affected container. This form can be downloaded from GPO.gov. The container and its contents shall be recorded separately on all shipping documents and sent in accordance with the distribution list.

A copy of the PO /specification and a signed Certificate of Selection of Random Copies must be included.

A copy of the signed Certificate of Selection of Random Copies must accompany the invoice sent to U.S. Government Publishing Office, Financial Management Service, for payment. Failure to furnish the certificate may result in delay in processing the invoice.

**NOTIFICATION OF SHIPMENT:** Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to : [jackie.mcgowan@wundermanthompson.com](mailto:jackie.mcgowan@wundermanthompson.com), [timothy.kao@marines.usmc.mil](mailto:timothy.kao@marines.usmc.mil) and [Lulero@gpo.gov](mailto:Lulero@gpo.gov). The subject line of this message shall be Distribution Notice for Jacket 518-309. 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.

Deliver final product including Blue Label copies to:

DATA MAIL  
240 Hartford Avenue  
Newington, CT 06111  
Attn: Scott Stickles (860) 666-0399

Sealed self-mailers should be received @ lettershop not later than Thursday, December 28th, 2023.

#### FINAL SAMPLES

Printer is to supply 25 sample self-mailers sealed and 25 sample self-mailers not sealed of each version to each of the following prior to shipping full run to Data Mail. These samples should be sent to:

Ms. Jackie McGowan  
2 Maple Street  
Hartsdale, NY 10530

And

Branden Roane  
Wunderman Thompson  
505 N. Angier Avenue, NE  
Fourth Ward Tower Two - 5th Floor  
Atlanta, GA 30308

#### FINAL FILES

Upon completion of the printing, printer needs to provide two (2) labeled final digital downloads along with a directory of what was printed.

#### RETURN OF MATERIALS

Final digital downloads along with 7 sealed samples should be sent on or January 9, 2024, to:  
Ms. Jackie McGowan  
2 Maple Street  
Hartsdale, NY 10530



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

Product Quality Levels:

- (a) Printing Attributes -- Level 1
- (b) Finishing Attributes -- Level 1
- (c) Exceptions: None

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level 1.
- (b) Destructive Tests - Special Inspection Level S-2.

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

Attribute	Specified Standard
P-7. Type Quality and Uniformity	Approved Proof
P-8. Halftone Match	Approved Proof
P-9. Solid and Screen Tint Color Match	Pantone Matching System / Approved Proof
P-10. Process Color Match	Approved Proof

Bidders must fill out this page and return it.

**BID PRICE:** \$ \_\_\_\_\_ **ADDITIONAL RATE:** \$ \_\_\_\_\_ **PER:** \_\_\_\_\_

**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).

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

**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 point(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.

**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 completed copy of all applicable pages that include the Jacket Number, Bid Price, Additional Rate, Discounts, Amendments, Bid Acceptance Period, and Bidder's Name and Signature, including 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..

Bidder \_\_\_\_\_  
(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)

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**THIS SECTION FOR GPO USE ONLY**

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

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