

Program 4548-S Contract Term: June 1, 2014 through May 31, 2015 plus four option years
 TITLE: Smokey Bear Printing

ITEM	DESCRIPTION	BASIS OF AWARD	AJ Images Roselle, NJ		Bros Litho Chicago, IL		Carneco Lancaster, PA		Colonial Press Miami, FL		Gateway Press, Inc. Louisville, KY		Gray Graphics Capitol Heights, MD	
			UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST
L	COMPLETE PRODUCT: <small>(except for Item K, "AUTHOR'S ALTERATIONS", prices quoted shall include the cost of all required materials and operations including but not limited to first (1st) set of proofs as specified in "PROOFS" or as ordered by agency, printing, paper, folding, binding, all packing material and operations, cartons, palletizing (as applicable) and distribution necessary for the complete printing and binding of the items listed in accordance with these specifications)</small>													
Pamphlets														
A	92078 Children's Fire Safety Activity Book..... per 1,000 Books	25	\$343.00	\$8,575.00	\$397.00	\$9,925.00	\$520.73	\$13,018.25	\$367.80	\$9,195.00	\$300.00	\$7,500.00	\$395.20	\$9,880.00
B	92074 WFSH Handbooks..... per 1,000 Handbooks	13	\$96.50	\$1,254.50	\$287.00	\$3,731.00	\$264.60	\$3,439.80	\$180.80	\$2,350.40	\$215.00	\$2,795.00	\$240.00	\$3,120.00
C	95006 Coloring Book for Smokey's Friends..... per 1,000 Books	450	\$45.61	\$20,524.50	\$62.00	\$27,900.00	\$85.64	\$43,038.00	\$57.80	\$26,010.00	\$47.50	\$21,375.00	\$88.00	\$39,600.00
D	95007 Activity Book for Smokey's Friends..... per 1,000 Books	450	\$47.42	\$21,339.00	\$63.00	\$28,350.00	\$98.37	\$44,296.50	\$77.80	\$26,010.00	\$48.00	\$21,600.00	\$92.00	\$41,400.00
E	92677 Junior Forest Ranger Adventure Guide (English)..... per 1,000 Guides	25	\$614.96	\$15,374.00	\$827.00	\$15,675.00	\$721.86	\$18,046.50	\$489.78	\$12,244.00	\$578.00	\$14,450.00	\$575.00	\$14,375.00
F	92687 Junior Forest Ranger Adventure Guide (Spanish)..... per 1,000 Guides	6	\$989.80	\$5,938.80	\$1,008.00	\$6,048.00	\$1,131.33	\$6,787.98	\$818.00	\$4,908.00	\$908.00	\$5,458.00	\$730.00	\$4,380.00
G	92677 Mark Trail Activity Book..... per 1,000 Books	21	\$521.13	\$10,943.73	\$642.00	\$13,482.00	\$842.78	\$17,698.38	\$535.78	\$11,250.96	\$744.00	\$15,624.00	\$920.00	\$19,320.00
H	92677 Mark Trail Coloring Book..... per 1,000 Books	21	\$567.25	\$11,912.25	\$694.00	\$14,364.00	\$829.92	\$17,428.32	\$560.04	\$11,760.84	\$775.00	\$16,275.00	\$975.00	\$20,475.00
I	99250 Woody ABC Book (English)..... per 1,000 Books	5	\$1,701.00	\$8,505.00	\$1,604.00	\$8,020.00	\$1,801.58	\$9,007.90	\$1,437.80	\$7,189.00	\$1,780.00	\$8,900.00	\$1,200.00	\$6,000.00
J	99328 Woody ABC Book (Spanish)..... per 1,000 Books	2	\$2,754.50	\$5,509.00	\$2,945.00	\$5,890.00	\$3,077.15	\$6,154.30	\$2,556.50	\$5,113.00	\$2,843.00	\$5,686.00	\$1,800.00	\$3,600.00
Forms														
K	93004 Smokey Bear Bookmarks (English)..... per 1,000 Bookmarks	750	\$35.12	\$26,340.00	\$23.00	\$17,250.00	\$42.09	\$31,567.50	\$21.25	\$15,937.50	\$21.00	\$15,750.00	\$35.00	\$26,250.00
L	99212 Smokey Bear Bookmarks (Spanish)..... per 1,000 Bookmarks	25	\$132.52	\$3,313.00	\$96.00	\$2,400.00	\$80.67	\$2,016.75	\$21.25	\$531.25	\$38.00	\$950.00	\$44.00	\$1,100.00
M	99206 Smokey Bear Notebooks..... per 1,000 Notebooks	18	\$453.95	\$8,171.10	\$505.00	\$9,090.00	\$11.58	\$208.44	\$72.17	\$12,999.06	\$532.00	\$9,576.00	\$525.00	\$9,450.00
N	92020 OFS Brochure (English)..... per 1,000 Brochures	45	\$61.70	\$2,776.50	\$68.00	\$3,060.00	\$108.08	\$4,883.60	\$43.45	\$1,955.25	\$74.00	\$3,330.00	\$72.00	\$3,240.00
O	92057 OFS Brochure (Spanish)..... per 1,000 Brochures	6	\$203.34	\$1,220.04	\$158.00	\$948.00	\$291.55	\$1,749.30	\$170.00	\$1,020.00	\$179.00	\$1,074.00	\$78.00	\$468.00
P	92075 WFSH Brochure..... per 1,000 Brochures	20	\$92.50	\$1,850.00	\$194.00	\$3,880.00	\$133.38	\$2,667.60	\$69.95	\$1,399.00	\$114.00	\$2,280.00	\$56.00	\$1,120.00
Q	92227 Wildlife in the US Brochure..... per 1,000 Brochures	13	\$182.00	\$2,366.00	\$194.00	\$2,522.00	\$268.13	\$3,485.89	\$151.92	\$1,399.00	\$203.00	\$2,639.00	\$84.00	\$832.00
R	99263 Making a Difference Brochure..... per 1,000 Brochures	5	\$268.80	\$1,344.00	\$247.00	\$1,235.00	\$253.61	\$1,268.05	\$205.00	\$1,025.00	\$272.00	\$1,360.00	\$70.00	\$350.00
S	97003 Woody Bookmark..... per 1,000 Bookmarks	35	\$128.86	\$4,510.10	\$76.00	\$2,660.00	\$204.80	\$7,168.00	\$1,262.40	\$44,184.00	\$120.00	\$4,200.00	\$86.00	\$3,010.00
Posters														
T	92052 Educational Posters (Small)..... per 1,000 Posters	75	\$57.34	\$4,300.50	\$139.00	\$10,425.00	\$161.61	\$12,120.75	\$65.97	\$4,947.75	\$73.00	\$5,475.00	\$75.00	\$5,625.00
U	92051 Educational Posters (Large)..... per 1,000 Posters	23	\$73.92	\$1,704.16	\$73.00	\$1,779.00	\$67.26	\$1,547.98	\$44.82	\$1,025.36	\$83.00	\$1,909.00	\$79.00	\$1,817.00
AUTHOR'S ALTERATIONS:														
The first (1st) set of proofs for each item are to be included in the item. "COMPLETE PRODUCT" submitted prices above. Prices below are for AA's only or additional proofs. G7-profiled inkjet proofs may not be substituted for digital composite proofs on actual stock. Any change made under "System Inkwave" must be supported by a statement outlining in detail the operation for which payment is claimed. In case of dispute, the Contracting Officer reserves the right to be the final judge as to the operations and/or number of hours chargeable.														
A	Typesetting..... per line	10	\$2.50	\$25.00	\$20.00	\$200.00	\$25.00	\$250.00	\$3.00	\$30.00	\$2.00	\$20.00	\$2.00	\$20.00
B	System Inkwave..... per hour	2	\$60.00	\$120.00	\$80.00	\$160.00	\$95.00	\$190.00	\$60.00	\$120.00	\$50.50	\$101.00	\$85.00	\$170.00
C	Digital content proofs (black/one color), up to 9x12..... per side	4	\$2.00	\$8.00	\$10.00	\$40.00	\$0.95	\$3.80	\$2.00	\$8.00	\$5.00	\$20.00	\$4.00	\$16.00
D	Digital content proofs (black/one color), over 9x12 and up to 20x30..... per side	2	\$45.00	\$90.00	\$20.00	\$40.00	\$3.77	\$7.54	\$6.00	\$12.00	\$30.00	\$60.00	\$60.00	\$120.00
E	Digital color content proofs, up to 9x12..... per side	4	\$9.00	\$36.00	\$10.00	\$40.00	\$0.99	\$3.96	\$3.00	\$12.00	\$6.00	\$24.00	\$8.00	\$32.00
F	Digital color content proofs, over 9x12 and up to 20x30..... per side	16	\$50.00	\$800.00	\$40.00	\$640.00	\$3.77	\$60.32	\$9.00	\$144.00	\$38.00	\$608.00	\$20.00	\$320.00
G	G-7 profiled inkjet proofs, up to 9x12..... per side	14	\$3.25	\$45.50	\$20.00	\$280.00	\$15.00	\$210.00	\$12.50	\$175.00	\$7.00	\$98.00	\$15.00	\$210.00
H	G-7 profiled inkjet proofs, over 9x12 and up to 20x30..... per side	16	\$50.00	\$800.00	\$55.00	\$880.00	\$60.00	\$960.00	\$36.00	\$576.00	\$42.00	\$672.00	\$30.00	\$480.00
I	Digital composite proofs on actual stock, up to 9x12..... per side	4	\$10.00	\$40.00	\$125.00	\$500.00	\$50.00	\$200.00	\$25.00	\$100.00	\$20.00	\$80.00	\$20.00	\$80.00
J	Digital composite proofs on actual stock, over 9x12 and up to 20x30..... per side	16	\$50.00	\$800.00	\$220.00	\$3,520.00	\$100.00	\$1,600.00	\$75.00	\$1,200.00	\$100.00	\$1,600.00	\$40.00	\$640.00
K	PDF proofs..... per side	20	\$1.50	\$30.00	\$5.00	\$100.00	\$0.75	\$15.00	\$1.00	\$20.00	\$5.00	\$100.00	\$15.00	\$300.00
TOTAL BID:				\$186,707.68		\$208,734.00		\$263,673.05		\$214,655.83		\$188,785.00		\$217,704.00
DISCOUNT:			0.00%		2.00%	\$4,174.68	0.00%		3.00%	\$6,439.67	3.00%	\$5,663.55	1.00%	\$2,177.04
NET BID:				\$186,707.68		\$204,559.32		\$263,673.05		\$208,216.16		\$183,121.45		\$215,526.96

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ITEM	DESCRIPTION	BASIS OF AWARD	Intelligencer Lancaster, PA		WBC DBA Lithexcel Albuquerque, NM		NPC, Inc. Claysburg, PA		Wallace Carlson Mineonka, MN		S&S DBA Westland Laurel, MD		GPO Estimate	
			UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST	UNIT PRICE	COST
L	COMPLETE PRODUCT: <small>(except for Item II, "AUTHOR'S ALTERATIONS". Prices quoted shall include the cost of all required materials and operations including but not limited to first (1st) set of proofs as specified in "PROOFS" or as ordered by agency, printing, paper, folding, binding, all packing materials and operations. Carbon, palletizing (as applicable) and distribution necessary for the complete printing and binding of the items listed in accordance with these specifications)</small>													
Pamphlets														
A	92078 Children's Fire Safety Activity Book..... per 1,000 Books	25	\$521.18	\$13,029.50	\$1,220.00	\$30,500.00	\$323.00	\$8,075.00	\$302.44	\$7,561.00	\$757.36	\$18,934.00	\$379.90	\$9,497.42
B	92074 WFSH Handbooks..... per 1,000 Handbooks	13	\$364.90	\$4,743.70	\$360.00	\$4,680.00	\$165.00	\$2,145.00	\$102.99	\$1,338.87	\$434.96	\$5,654.48	\$228.07	\$2,964.87
C	95006 Coloring Book for Smokey's Friends..... per 1,000 Books	450	\$89.12	\$31,104.00	\$290.00	\$130,500.00	\$59.55	\$26,797.50	\$488.50	\$219,870.00	\$107.84	\$48,528.00	\$61.96	\$27,883.50
D	95007 Activity Book for Smokey's Friends..... per 1,000 Books	450	\$72.62	\$32,679.00	\$290.00	\$130,500.00	\$59.55	\$26,797.50	\$494.80	\$222,660.00	\$115.13	\$51,808.50	\$63.77	\$28,694.25
E	99287 Junior Forest Ranger Adventure Guide (English)..... per 1,000 Guides	25	\$730.30	\$18,257.50	\$358.00	\$8,950.00	\$622.00	\$15,550.00	\$612.20	\$15,305.00	\$875.88	\$21,897.00	\$624.54	\$15,613.58
F	99287 Junior Forest Ranger Adventure Guide (Spanish)..... per 1,000 Guides	6	\$1,401.28	\$8,407.68	\$1,092.00	\$6,552.00	\$958.00	\$5,148.00	\$648.50	\$3,891.00	\$1,575.27	\$9,451.62	\$982.18	\$5,893.08
G	99271 Mark Trail Coloring Book..... per 1,000 Books	21	\$720.81	\$15,137.01	\$1,051.00	\$22,071.00	\$676.00	\$14,196.00	\$606.10	\$12,728.10	\$919.15	\$19,302.15	\$703.99	\$14,783.79
H	99272 Mark Trail Coloring Book..... per 1,000 Books	21	\$744.15	\$15,627.15	\$1,051.00	\$22,071.00	\$697.50	\$14,647.50	\$638.00	\$13,398.00	\$939.62	\$19,732.02	\$740.48	\$15,550.15
I	99250 Woodys ABC Book (English)..... per 1,000 Books	5	\$1,984.13	\$9,920.65	\$1,734.00	\$6,670.00	\$1,300.00	\$6,500.00	\$672.80	\$3,964.00	\$2,431.60	\$12,158.00	\$1,591.52	\$7,957.61
J	99328 Woodys ABC Book (Spanish)..... per 1,000 Books	2	\$3,491.78	\$6,983.56	\$3,650.00	\$7,300.00	\$1,778.00	\$3,556.00	\$675.00	\$1,350.00	\$4,035.00	\$8,070.00	\$2,602.05	\$5,204.09
Forms														
K	93004 Smokey Bear Bookmarks (English)..... per 1,000 Bookmarks	750	\$27.16	\$20,370.00	\$158.00	\$118,500.00	\$22.70	\$17,025.00	\$212.60	\$159,600.00	\$41.29	\$30,967.50	\$27.33	\$20,497.50
L	99212 Smokey Bear Bookmarks (Spanish)..... per 1,000 Bookmarks	25	\$175.90	\$4,397.50	\$492.00	\$12,300.00	\$50.00	\$1,250.00	\$246.50	\$6,157.50	\$254.12	\$6,353.00	\$89.40	\$2,225.08
M	99206 Smokey Bear Notebooks..... per 1,000 Notebooks	18	\$615.24	\$11,074.32	\$484.00	\$8,712.00	\$504.00	\$9,072.00	\$74.90	\$1,348.20	\$725.77	\$13,063.86	\$522.53	\$9,405.57
N	92020 OFS Brochure (English)..... per 1,000 Brochures	45	\$82.81	\$3,726.45	\$58.00	\$2,610.00	\$59.10	\$2,659.50	\$45.21	\$2,034.45	\$106.82	\$4,806.90	\$69.60	\$3,132.08
O	92057 OFS Brochure (Spanish)..... per 1,000 Brochures	6	\$278.95	\$1,673.70	\$139.00	\$834.00	\$112.00	\$672.00	\$106.90	\$641.40	\$231.83	\$1,390.98	\$168.22	\$1,009.29
P	92075 WFSH Brochure..... per 1,000 Brochures	20	\$119.39	\$2,387.80	\$62.00	\$1,240.00	\$82.00	\$1,640.00	\$79.04	\$1,580.80	\$122.85	\$2,457.00	\$92.48	\$1,849.63
Q	99227 Wildlife in the US Brochure..... per 1,000 Brochures	13	\$244.27	\$3,175.51	\$92.00	\$1,196.00	\$178.00	\$2,314.00	\$128.56	\$1,671.28	\$333.28	\$4,332.64	\$177.55	\$2,308.09
R	99263 Making a Difference Brochure..... per 1,000 Brochures	5	\$367.08	\$1,835.40	\$260.00	\$1,250.00	\$160.00	\$800.00	\$242.00	\$1,210.00	\$368.80	\$1,844.00	\$230.81	\$1,154.07
S	97003 Woodys Bookmark..... per 1,000 Bookmarks	35	\$144.51	\$5,057.85	\$310.00	\$10,850.00	\$43.00	\$1,505.00	\$246.50	\$8,620.50	\$179.57	\$6,284.95	\$99.73	\$3,490.49
Posters														
T	92052 Educational Posters (Small)..... per 1,000 Posters	75	\$123.90	\$9,292.50	\$58.60	\$4,395.00	\$71.00	\$5,325.00	\$42.40	\$3,180.00	\$93.08	\$6,981.00	\$89.87	\$6,740.50
U	92051 Educational Posters (Large)..... per 1,000 Posters	23	\$470.86	\$10,829.78	\$920.00	\$21,160.00	\$364.00	\$8,372.00	\$591.00	\$13,593.00	\$801.20	\$18,427.60	\$549.30	\$12,633.62
AUTHOR'S ALTERATIONS:														
The first (1st) set of proofs for each item are to be included in the item I, "COMPLETE PRODUCT" submitted prices above. Prices below are for AA's only or additional proofs. G7-profiled inkjet proofs may not be substituted for digital composite proofs on actual stock. Any charge made under "System timework" must be supported by a statement outlining in detail the operation for which payment is claimed. In case of dispute, the Contracting Officer reserves the right to be the final judge as to the operations and/or number of hours chargeable.														
A	Typesetting..... per line	10	\$10.50	\$105.00	\$1.00	\$10.00	\$5.00	\$50.00	\$1.50	\$15.00	\$25.00	\$250.00	\$7.00	\$70.00
B	System timework..... per hour	2	\$78.75	\$157.50	\$80.00	\$160.00	\$150.00	\$300.00	\$50.00	\$100.00	\$95.00	\$190.00	\$84.04	\$168.08
C	Digital content proofs (black/one color) up to 9x12..... per side	4	\$2.63	\$10.52	\$2.50	\$10.00	\$2.00	\$8.00	\$3.00	\$12.00	\$3.75	\$15.00	\$4.27	\$17.09
D	Digital content proofs (black/one color) over 9x12 and up to 20x30..... per side	2	\$21.00	\$42.00	\$5.50	\$11.00	\$5.00	\$10.00	\$3.00	\$6.00	\$30.00	\$60.00	\$21.50	\$43.00
E	Digital color content proofs, up to 9x12..... per side	4	\$10.50	\$42.00	\$16.00	\$64.00	\$2.00	\$8.00	\$1.00	\$4.00	\$3.75	\$15.00	\$7.92	\$31.67
F	Digital color content proofs, over 9x12 and up to 20x30..... per side	16	\$84.00	\$1,344.00	\$40.00	\$640.00	\$5.00	\$80.00	\$3.00	\$48.00	\$30.00	\$480.00	\$36.67	\$586.67
G	G-7 profiled inkjet proofs, up to 9x12..... per side	14	\$12.60	\$176.40	\$18.00	\$252.00	\$10.00	\$140.00	\$5.00	\$70.00	\$10.00	\$140.00	\$11.31	\$158.32
H	G-7 profiled inkjet proofs, over 9x12 and up to 20x30..... per side	16	\$92.40	\$1,478.40	\$40.00	\$640.00	\$50.00	\$800.00	\$5.00	\$80.00	\$80.00	\$1,280.00	\$53.23	\$851.73
I	Digital composite proofs on actual stock, up to 9x12..... per side	4	\$31.50	\$126.00	\$10.00	\$40.00	\$10.00	\$40.00	\$1.00	\$4.00	\$50.00	\$200.00	\$36.08	\$144.33
J	Digital composite proofs on actual stock, over 9x12 and up to 20x30..... per side	16	\$126.00	\$2,016.00	\$50.00	\$800.00	\$50.00	\$800.00	\$1.00	\$16.00	\$200.00	\$3,200.00	\$97.67	\$1,562.67
K	PDF proofs..... per side	20	\$2.10	\$42.00	\$5.00	\$100.00	\$1.00	\$20.00	NC	\$0.00	\$25.00	\$500.00	\$4.93	\$98.67
TOTAL BID:				\$235,150.36		\$557,940.00		\$176,303.00		\$701,448.10		\$318,775.20		\$202,230.68
DISCOUNT:			5.00%	\$11,757.52	1.00%	\$5,579.40	0.25%	\$440.76	0.00%	\$0.00	5.00%	\$15,938.76	2.00%	\$4,044.61
NET BID:				\$223,392.84		\$552,360.60		\$175,862.24		\$701,448.10		\$302,836.44		\$198,186.06

AWARDED

Prepared by: FM
Reviewed by: TF