


7.27.11

BID INVITATION

U.S. GOVERNMENT PRINTING OFFICE
Atlanta, GA

GENERAL TERMS, CONDITIONS, AND SPECIFICATIONS

For the Procurement of

Veteran's Health Magazine

as requisitioned from the U.S. Government Printing 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 July 31, 2012, 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: DIRECT ALL QUESTIONS OF A TECHNICAL NATURE CONCERNING THESE SPECIFICATIONS TO DEB CHRISTMAS, (404) 605-9160, EXT. 103, OR E-MAIL dchristmas@gpo.gov. REFER ALL OTHER QUESTIONS TO THE CONTRACT ADMINISTRATOR – DENISE VAN DORN, (404) 605-9160, EXT. 110, OR E-MAIL ovandorn@gpo.gov. NO COLLECT CALLS.

Note: This is a new contract. No previous abstract is available.

BID OPENING: Bids shall be publicly opened at 2 p.m., prevailing Atlanta, GA time on August 4, 2011.

Bids must be submitted to: Atlanta Regional Printing Procurement Office, 1888 Emery Street NW, Suite 110, Atlanta, GA 30318-2542. 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 the beginning of the contract to July 31, 2012, 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.

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.

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. Quality and demonstrated experience in producing health-related veteran-specific education newsletter products. Three or more published samples with a narrative of previous experience, demonstrating ability to produce high quality and well designed publications. 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 the printer.
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. **Web-Ready PDF compliant with 29 USC Section 508 Standards:** Standards are available at <http://www.section508.gov>. The PDF file is to be accompanied by a "Verification Report" produced using CommonLook Plug-In version 4.1.9 for Adobe Acrobat. File will be tested by the Government using CommonLook Plug-In version 4.1.9 for Adobe Acrobat and must have a 100% automatic "Pass" or "Not Applicable" in order to be considered 508 Compliant. "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.

An "Offeror's Checklist" will be provided to the Offeror and the Offeror is to complete the checklist and return to the Government within the provided timeframe.

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 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.

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.

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.

PAYMENT: Submit all billing to: Comptroller, Stop FMCE, Office of Financial Management, U.S. Government Printing Office, Washington, D.C. 20401.

TO ENSURE PAYMENT, PLEASE SUBMIT THE GPO BAR CODE COVER SHEET WITH YOUR INVOICE AND FAX TO GPO. REFER TO THE FOLLOWING WEB PAGE FOR INSTRUCTIONS:
<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>.

NOTE: CONTRACTOR BILLING MUST BE ITEMIZED PER THE SCHEDULE OF PRICES – SEE PAGES 18 AND 19.

Additionally, the contractor is required to submit a photocopy of the billing, along with one printed sample, to GPO, ARPPO, 1888 Emery St. NW, Suite 110, Atlanta, GA 30318-2542 ATTN: Program No. 1442-S. (Failure to do so may result in nonpayment.)

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 July 31, 2012 (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.

REGULATIONS GOVERNING PROCUREMENT: The U.S. Government Printing 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 in both English and Spanish, requiring such operations as research, writing, editorial management, design, drafts, handling electronic files, proofs, 4-color process printing, binding, packing, mailing, and delivery.

TITLE: Veteran's Health Magazine

FREQUENCY OF ORDERS: Approximately 5 - 6 orders per year; anticipate 4 issues, issued quarterly, and an occasional special issue (including the Calendar issue and Annual Report).

NUMBER OF PAGES: Quarterly issue: approximately 8 pages per issue; an occasional order will be 12 pages. Special issue/Annual Report: approximately 16 pages. Special issue/Calendar issue: approximately 32 pages.

QUANTITY: Quarterly issue: Approximately 30,000 to 40,000 copies printed in English, average approximately 36,123 copies per issue; approximately 5,000 to 7,000 copies printed in Spanish, average approximately 6,525 per issue.

Special issue/Annual Report: Approximately 5,000 copies printed in English, ONLY.

Special issue/Calendar Issue: Approximately 325,925 copies printed in English; approximately 46,250 printed in Spanish.

TRIM SIZE: 8 x 10-3/4"

GOVERNMENT TO FURNISH: Format, basic conceptual design, and color scheme. Any changes shall be approved by the VA Sunshine Healthcare Network Office of Communication, St. Petersburg, FL.

Government will provide subject matter and some content. Content provided is to be edited by contractor and incorporated into the magazine.

Names and addresses for mailing are to be furnished in mutually agreeable media (disk, CD, tape, or e-mail) and format. Records are to be provided as MS Word, Excel, or ASCII fixed field, comma-delimited format. The mailing list is not to be used for any other purpose and must maintain the information in accordance with the Privacy Act.

Print orders.

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

Form 905 (R. 3/90) with 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.

EDITORIAL AND DESIGN SPECIFICATIONS, INCLUDING SPANISH LANGUAGE 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. Schedules for future editorial meetings will be determined when print order (GPO Form 2511) is issued.
2. **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 this newsletter reflects current scientific consensus and standards of care.

In close collaboration with VA, write headlines, call-out quotes, captions and other display type with a view to maximizing readership. Copyedit (such as checking grammar, spelling, sentence structure, story structure, suggesting revisions to improve "readability", meeting reading level standards as set forth by the editorial board) and proofread all text to professional standards. VA will provide both general and specific topics for articles. Reading level must not exceed 8th grade reading level and the contractor is encouraged to not exceed a 6th grade reading level. Reading levels are to be determined using the SMOG readability standards.

NOTE: The contractor MUST interview subject matter experts when writing the articles.

Contractor to release all rights to the content written or created in performance of the contract for this publication.

3. **ARTICLE DRAFT:** Once articles have been written, they are to be submitted to the Government via e-mail. The articles are to be created in MS Word 2007 or higher. The Government will approve or disapprove the Article Draft. If disapproved, the Government will state the reason for the disapproval, contractor will be required to make revisions to the articles, and resubmit Article Draft within the time frame determined by the Government. The TRANSLATION stage, number 4, below, to run concurrently with the Article Draft; once the Article Draft is approved by the Government, the contractor is to begin the DESIGN stage, see number 5, below. Graph re-creations and photo retouching is required. Supplement Government-furnished photos with stock images
4. **SPANISH LANGUAGE VERSION:**

NEUTRAL SPANISH LANGUAGE: Executive Order 13166 charges all Federal agencies to provide the neutral Spanish Limited English Proficient (LEP) community "meaningful access" to their products and services.

Contractor is to provide a neutral Spanish language translation of each quarterly issue and occasional special issues (including the Annual 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.

5. DESIGN: Page design to be accomplished using industry standard desktop publishing software, e.g., Adobe Indesign, and associated professional publishing /graphic design programs to include Adobe Photoshop, Adobe Illustrated, and similar. 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, illustrations, for color separations to areas indicated.
 - (e) "Fit and Finish" page proofs, eliminating windows, bad breaks, etc.
6. DESIGN PROOFS: There will be a minimum of two PDF proofing cycles and as many as five cycles prior to the approval of the final Design File(s). Contractor to submit press-ready PDF(s) (for content only) of the completed issue, including the Spanish translation when required, for approval of the Design File(s) before the actual print production is to begin. Proof must show color and contain all crop marks. NOTE: THIS PROOF WILL NOT BE USED/APPROVED FOR COLOR MATCH OR RESOLUTION. If disapproved, the Government will state the reason for the disapproval, contractor will be required to make revisions to the Design File(s), and resubmit within the time frame determined by the Government. Once the Design File(s) is approved by the Government, the contractor is to create a Section 508 Compliant File.
7. SECTION 508 COMPLIANT FILE: Contractor to submit a web-ready 508-compliant PDF, customized to embed fonts and/or font subsets, of the completed issue, including the Spanish-language version, when required, before print production is to begin. The file is to be created from the native file(s).
 - (a) 508 Compliance: The contractor shall ensure that VA employees and members of the general public with disabilities have access to and use of VA's electronic and information technology (EIT) 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 EIT developed, procured, maintained or used by Federal agencies on or after June 21, 2001, must meet EIT accessibility standards developed by the Architectural and Transportation Barriers Compliance Board (Access Board), as set forth at 36 CFR Part 1194. 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: "To create an environment that fosters the delivery of One-VA world class service to VA employees, veterans and their families through effective communication and management of people, technology, business processes, and financial resources."

(b) Contractor must ensure that all files meet all applicable Section 508 Standards. Publication will require proper tagging of text and alt text:

- (1) Reading Order: Logical Reading Order (top to bottom, left to right) is required.
- (2) Text: Includes proper tagging and reading order of headers, footers, headings, columns, and text matter.
- (3) Alternative Text (Alt Text): Will include proper tagging, writing alt text for images, graphics, logos, seals, illustrations, signatures, scanned images, screen shots, and other non text elements.

The Government is responsible for providing alt text for photos/illustrations provided by the Government.

The contractor is responsible for providing alt text for photos/illustrations provided by the contractor (including stock photos/illustrations). If the Government deems the contractor provided alt text unacceptable, the Government will provide alt text or require the contractor to submit revised alt text.

(c) The contractor will be required to perform a quality assurance review to verify compliance of created and remediated files with current Section 508 accessibility requirements.

- (1) The contractor will be required to run a document analysis and develop a "Verification Report" detailing Section 508 deficiencies and remediations conducted. The document analysis and "Verification Report" is to be accomplished using NetCentric's CommonLook plug-in, version 4.1.9 or later, for Adobe Acrobat.

The "Verification Report" must contain a list of 508 deficiencies 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).
- Reasonable and sufficient Alt-Tag descriptions for non-text elements.
- Scanned images of significant text (ie., more than 10 words) should be optimized through OCR to render verbatim text to an AT user.
- Document structure tags (ie., headings, paragraphs, and other page elements) must be included to allow AT users to efficiently navigate the document.

The contractor is to run a "Verification Report". The contractor must remediate any elements that do not comply with 29 USC Section 508 Standards. 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) The contractor must test the publication to ensure it is compatible with the most recent version of JAWS, Adobe Acrobat, and Dragon Naturally Speaking Voice Recognition Software.

- (3) 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 Compliant. Any "Fail" elements may be cause for rejection.
8. **PRINT PRODUCTION:** Once the Design File(s) and the Section 508 Compliant 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.
9. **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.

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, and Section 508-compliant web-ready PDF, for both the English and Spanish (when required) issues. The native and press-ready PDF files must match the final printed product.

FILMS: Films are not required; however, newsletters must be produced using the offset printing method. High resolution digital printing (computer to plate) is acceptable **as long as Quality Level 2 is maintained.** Inkjet printing or color copying (toner) is not acceptable. If, at the contractor's option, films are used, the Government will not pay for new films due to Author's Alterations. The Government will pay for making digital corrections - not for new films.

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 proof created using the same Raster Image Processor (RIP) that will be used to produce the product. Proof 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, when the issues have been approved for printing, all orders require two sets digital one-piece composite color CONTRACT proofs on the actual production stock (i.e. Kodak Approval, Screen TrueRite, Polaroid PolaProof, Latran Prediction, 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 and indicate margins. Proofs will be used for color match on the press and 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, GATF, GRETAG, or RIT) 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.

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.

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.

Quarterly issue: White No. 2 Coated Text, Gloss Finish, basis size 25 x 38", 70 lbs. per 500 sheets equal to JCP Code A182.

Annual Report/Calendar Issue: White No. 2 Coated Text, Gloss Finish, basis size 25 x 38", 80 lbs. per 500 sheets equal to JCP Code A182.

PRINTING: All pages print in four-color process, heavy coverage. Text consists of type, screens, and photos.

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

BINDING: Saddle wire stitch in two places along 10-3/4" dimension and trim 3 sides.

PACKING: Mail: All single copies will be mailed as self-mailers. Affix a label to each copy 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: Reproduce shipping container label from furnished copy, fill in appropriate blanks and attach to shipping containers.

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.

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.

Quarterly Issues:

Mail f.o.b. contractor's city approximately 239 copies in ENGLISH and 40 copies in SPANISH as self-mailers to addresses in Florida (approx 83%), Washington D.C. (approx 17%), and San Juan/US Virgin Islands (less than 1%), per the distribution list provided with each print order.

Bulk shipments: Mail or ship via most economical, traceable means, f.o.b. contractor's city, approximately 35,804 copies in ENGLISH (approx 85%) and 6,485 in SPANISH (approx 15%) to approximately 60 locations per the distribution list provided with each print order.

Mail or ship balance, approximately 40 copies, ENGLISH only, via most economical, traceable means, f.o.b. contractor's city, to VISN 8 Office of Communication, 140 Fountain Parkway, Suite 600, St Petersburg, FL 33716.

Calendar:

Mail or ship approximately 25 copies, all ENGLISH, via most economical, traceable means, f.o.b. contractor's city, to VISN 8 Office of Communication, 140 Fountain Parkway, Suite 600, St Petersburg, FL 33716.

Mail or ship via most economical, traceable means, f.o.b. contractor's city, approximately 372,150 copies in the quantities to the addresses listed below:

| Facility | English Copies of Calendar | Spanish Copies of Calendar |
|---|----------------------------|----------------------------|
| Bay Pines VAHCS Chief, Library Services (142D) Bldg. 100, Room 1A106 10000 Bay Pines Blvd Bay Pines, FL 33744 | 78,000 | 50 |
| VA Caribbean Healthcare System Chief, Library Service (142D) 10 Casia Street San Juan, PR 00921-3201 | 5,000 | 40,000 |
| Miami VAHCS Veterans Health Education Coordinator 1201 NW 16 th Street Miami, FL 33125 | 40,000 | 1,000 |

| | | |
|---|--------------------------|-------------------------|
| North FL/South GA Veterans Healthcare System VHE Coordinator (11C-1) 1601 SW Archer Road Gainesville, FL 32608 | 64,900 | 100 |
| Orlando VA Medical Center Veteran Family Health Coordinator Education Service (141) 5201 Raymond Street Orlando, FL 32803 | 45,000 | 3,000 |
| James A. Haley Veterans Hospital Chief, Library Service (142D) 13000 Bruce B. Downs Blvd Tampa, FL 33612 | 75,000 | 2,000 |
| West Palm Beach VA Medical Center Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410 | 18,000 | 100 |
| TOTALS | 325,900 (English) | 46,250 (Spanish) |

Annual Report:

Mail f.o.b. contractor's city approximately 363 individual copies self-mailed to addresses in Florida and Georgia (87%); Puerto Rico and the US Virgin Islands (.06%); and other parts of the U.S. (12%).

Mail or ship 500 copies via most economical, traceable means, f.o.b. contractor's city, to VISN 8 Office of Communication, 140 Fountain Parkway, Suite 600, St Petersburg, FL 33716.

Mail or ship via most economical, traceable means, f.o.b. contractor's city, approximately 4,137 copies in the following quantities to the following locations:

| Facility | English Copies of Calendar |
|---|-----------------------------------|
| Bay Pines VAHCS Chief, Library Services (142D) Bldg. 100, Room 1A106 10000 Bay Pines Blvd Bay Pines, FL 33744 | 575 |
| VA Caribbean Healthcare System Chief, Library Service (142D) 10 Casia Street San Juan, PR 00921-3201 | 575 |
| Miami VAHCS Veterans Health Education Coordinator 1201 NW 16 th Street Miami, FL 33125 | 575 |
| Malcom Randall VA Medical Center VHE Coordinator (11C-1) 1601 SW Archer Road Gainesville, FL 32608 | 287 |

| | |
|---|--------------------------------------|
| Orlando VA Medical Center Veteran Family Health Coordinator Education Service (141) 5201 Raymond Street Orlando, FL 32803 | 575 |
| James A. Haley Veterans Hospital Chief, Library Service (142D) 13000 Bruce B. Downs Blvd Tampa, FL 33612 | 575 |
| West Palm Beach VA Medical Center Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410 | 575 |
| TOTALS | 4,137 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, any films made by the contractor, together 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.

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 and 508 compliant file | 2 |
| Draft to print production..... | 2 |
| Proofs to Department designee..... | 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 approximately 5 workdays after complete delivery of previous issue. **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, February 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 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.

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) 6
(b) 64

II. (a)
(1) (i) 16
(ii) 80

(2) (i) 64
(ii) 1,367

(3) (i) 64
(ii) 11,910

III. (a) 1,479

SECTION 4. – SCHEDULE OF PRICES

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. DESIGN AND LAYOUT:

- (a) Editorial and Design Process
(including Section 508 compliant files)..... per order \$ _____
- (b) Spanish translation per page \$ _____

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 (i) | Run, per 1000 copies (ii) |
|---|-------------------------------------|------------------------------------|
| (a) Printing in four-color process, including binding: | | |
| (1) Quantities between 1,000 and 9,999 copies..... per page | \$ _____ | \$ _____ |
| (2) Quantities between 10,000 and 99,999 copies..... per page | \$ _____ | \$ _____ |
| (3) Quantities between 100,000 and 499,999 copies..... per page | \$ _____ | \$ _____ |

(Initials)

III. ADDITIONAL OPERATIONS:

- (a) Preparing Single Copies for mailing including generate/affix labels (or inkjet addresses) and deliver to post office per 1,000 addresses \$ _____

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)

