

Program No 1442-S: 02/24/2022 to 01/31/2023 (01/2027)								
TITLE: Veteran's Health Matters Magazine & Healthy Living Calendar & Annual Report								
			American Institute for Preventive Medicine		Schatz Publishing Group			
			Farmington Hills MI		Blackwell OK		GPO ESTIMATE	
		BASIS OF AWARD	UNIT RATE	COST	UNIT RATE	COST	UNIT RATE	COST
<b>I.</b>	<b>CONTENT CREATION:</b>							
<b>A.</b>	<b>Editorial Content and Design Process:</b>							
(1)	Health Matters Magazine...(inc. Whiteboard Video and Promotional Communication Products....per issue....	4	\$11,119.25	\$44,477.00	\$8,000.00	\$32,000.00	\$8,801.50	\$35,206.00
(2)	Annual Report.....per issue....	1	18,040.00	\$18,040.00	\$14,000.00	\$14,000.00	\$18,040.00	\$18,040.00
(3)	Wellness Calendar.....per issue....	1	\$30,037.00	\$30,037.00	\$25,000.00	\$25,000.00	\$29,813.00	\$29,813.00
<b>B.</b>	508 Compliance - Web Accessibility PDF:							
(1)	Health Matters Magazine...(inc. Spanish version)....	4	\$310.70	\$1,242.80	\$500.00	\$2,000.00	\$216.30	\$865.20
(2)	Annual Report.....per issue....	1	\$745.67	\$745.67	\$1,000.00	\$1,000.00	\$648.90	\$648.90
(3)	Wellness Calendar...(inc. Spanish version...per issue...	1	\$1,725.00	\$1,725.00	\$1,200.00	\$1,200.00	\$695.10	\$695.10
<b>C.</b>	Spanish Translation:							
(1)	Health Matters Magazine.....per issue.....	4	\$1,216.00	\$4,864.00	\$800.00	\$3,200.00	\$278.25	\$1,113.00
(2)	Wellness Calendar.....per issue.....	1	\$1,809.40	\$1,809.40	\$1,800.00	\$1,800.00	\$588.00	\$588.00
<b>II.</b>	<b>PRINTING:</b>							
	<b>Printing in four color process, including binding:</b>							
(1)	Health Matters Magazine (inc. Spanish version)...per issue..							
(a)	Makeready and/or Setup	4	\$1,085.50	\$4,342.00	\$995.00	\$3,980.00	\$516.75	\$2,067.00
(b)	Run, per 1,000 copies	86	\$199.50	\$17,157.00	\$160.00	\$13,760.00	\$103.28	\$8,882.08
(2)	Annual Report.....per issue....							
(a)	Makeready and/or Setup	1	\$1,229.89	\$1,229.89	\$1,600.00	\$1,600.00	\$578.15	\$578.15
(b)	Run, per 1,000 copies	4	\$524.87	\$2,099.48	\$920.00	\$3,680.00	\$550.26	\$2,201.04
(3)	Wellness Calendar (inc. Spanish version)....per issue							
(a)	Makeready and/or Setup	1	\$3,710.07	\$3,710.07	\$2,800.00	\$2,800.00	1,982.31	\$1,982.31
(b)	Run, per 1,000 copies	325	\$428.39	\$139,226.75	\$626.00	\$203,450.00	\$285.47	\$92,777.75
<b>III.</b>	<b>ADDITIONAL OPERATIONS:</b>							
(1)	Preparing Self-Mailer Copies for mailing including generate/affix labels (or inkjet addresses) and deliver to Post Office .....per 1,000 addresses.....	362	\$79.16	\$28,655.92	\$21.00	\$7,602.00	\$7.55	\$2,733.10
(2)	Database Creation.....pe record.....	50	\$1.94	\$97.00	\$1.00	\$50.00	\$1.94	\$97.00
	<b>TOTAL</b>			\$299,458.98		\$317,122.00		\$198,287.63
	<b>DISCOUNT</b>		0.00%	\$0.00	0.00%	\$0.00		
	<b>NET TOTAL</b>			\$299,458.98		\$317,122.00		
				AWARDED				

**BID INVITATION**

U.S. GOVERNMENT PUBLISHING OFFICE  
Atlanta, GA

GENERAL TERMS, CONDITIONS, AND SPECIFICATIONS

For the Procurement of

Veteran's Health Matters Magazine

&

Healthy Living Calendar

&

Annual Report

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

VA Sunshine Health Care Network  
St. Petersburg, FL

Single Award

**TERM OF CONTRACT:** The term of this contract is for the period beginning Date of Award and ending January 31, 2023, plus up to four (4) optional 12-month extension periods that may be added in accordance with the "Option to Extend the Contract Term" clause in Section 1 of this contract.

**BID OPENING:** Bids shall be opened at 2:00pm, prevailing Atlanta, GA time, on February 09, 2022 at the U.S. Government Publishing Office, Atlanta, GA. Due to the COVID-19 pandemic, this will NOT be a public bid opening.

**BID SUBMISSION:** Due to the COVID-19 pandemic, the physical office will NOT be open. Based on this, bidders MUST submit email bids to [bidsatlanta@gpo.gov](mailto:bidsatlanta@gpo.gov) for this solicitation. No other method of bid submission will be accepted at this time. The program number (Program 1442-S) and bid opening date (February 09, 2022) must be specified in the subject line of the emailed bid submission. To submit a bid, contractor must return a completed "SCHEDULE OF PRICES", which is included at the end of this specification. Bids received after 2:00pm on the bid opening date specified above will not be considered for award.

Abstracts of contract prices are available at <https://www.gpo.gov/how-to-work-with-us/vendors/contract-pricing>.

**BIDDERS, PLEASE NOTE:** These specifications have been extensively revised; therefore, all bidders are cautioned to familiarize themselves with all provisions of these specifications before bidding, with particular attention to the following:

For information of a technical nature, contact Carey Joseph, (404) 605-9160, Ext. 3, or [cjoseph@gpo.gov](mailto:cjoseph@gpo.gov). Refer all other questions to the contract administrator – Amina Harvey, (404) 605-9160, Ext. 1, or [aharvey@gpo.gov](mailto:aharvey@gpo.gov).

All GPO publications referenced in these specifications are available on the GPO web site (<http://www.contractorconnect.gpo.gov>).

## SECTION 1. – GENERAL TERMS AND CONDITIONS

**GPO CONTRACT TERMS:** Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 1-18)) and GPO Contract Terms, Quality Assurance through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 9-19)) available on the GPO website.

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>.

**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>	<u>*Alternate Standard</u>
P-7. Type Quality and Uniformity	Approved Proofs	File Setup
P-8. Halftone Match (Single and Double Impression)	Approved Proofs	File Setup
P-9. Process Color Match	Approved Proofs	File Setup

\*In the event that the Specified Standard is waived the Alternate Standard will serve as its replacement.

**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 (5) 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 Date of Award through January 31, 2023, 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 October 31, 2021, 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.

**PREAWARD SURVEY:** In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site 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 paper supplier(s)
- 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.

**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. **Health Related Publishing Experience:** Furnish three or more published samples from the health related industry that would relate to veteran health education. 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 if applicable the Section 508 accessibility technician.

Provide a written narrative of previous experiences in content creation and management that produce final publications for web accessible PDF and print product(s).

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. **Convert Test Files to PDF.** The test would include the following:
  - (a) Create an Adobe InDesign layout file or similar with designated features (headings, footers, footnotes, lists, tables, hyperlinks, table of contents, etc.) which implements the Section 508 "Refresh" Standards and PDF/UA specifications, or ISO 14289.
  - (b) Export it to PDF.
  - (c) Remediate the PDF if there are any problems.
  - (d) Create an Adobe InDesign Press Quality File.
  - (e) Submit to VISN-8 VA Sunshine Health Care Network the Press Quality and Web Accessible PDF test file and a Verification Report, "CommonLook PDF Compliance Report" produced using NetCentric's CommonLook Plug-In version "Validator" for Adobe Acrobat. "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. Also produce the Adobe Acrobat Professional Accessibility Checker Report.
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:** Unless waived by the Contracting Officer, the total requirements of the job as indicated in these specifications will be reviewed by Government representatives with the contractor's representatives, held via teleconference, immediately after award. Contractor will be notified of exact date. Person(s) that the contractor deems necessary for the successful implementation of the contract must be in attendance

**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. Violation of the Act may involve the imposition of criminal penalties as stated in 5 U.S.C. 552a (i)(1) CRIMINAL PENALTIES. It is incumbent upon the contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a, specifically, 5 U.S.C. 552a (i)(1) CRIMINAL PENALTIES and m(1) GOVERNMENT CONTRACTORS.

**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.

**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.

**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 January 31, 2023 (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.

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

Subject to any limitations elsewhere in this contract, the contractor shall furnish to the Government all items set forth herein which are called for by print orders issued in accordance with the "ORDERING" clause of this contract.

**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.

**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.

NOTE: Vendors are expected to submit invoices within 30 days of job shipping/delivery.

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>.

**NOTE: CONTRACTOR BILLING MUST BE ITEMIZED PER THE SCHEDULE OF PRICES – SEE PAGES 21 through 23.**

**DELIVERY/SHIPPING STATUS INFORMATION:** For each order placed, contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to the VISN 8 Office of Communication & Stakeholder Relations (**VISN8CommunicationOffice@va.gov**) or to the address furnished on the Print Order. The subject line of this message shall be “Distribution Notice for Program 1442-S, Print Order XXXXX”. 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.



**SECTION 2. – SPECIFICATIONS**

**SCOPE:** These specifications cover the production of a magazine (includes custom whiteboard video and promotional communication products), annual report, and calendar. Requirements included such operations as research, writing articles, editorial management, graphic design, layout, photo editing, and video creation, Section 508 accessibility PDF files, proofing, 4-color process printing, binding, packaging, data collection, mailing and delivery. All components are produced in both English and Spanish (Caribbean Dialect) with the exception of the Annual Report which prints in English only.

**TITLE:** Veteran’s Health Matters Magazine, Annual Report and Healthy Living Calendar.

	<b>Health Matters Magazine</b>	<b>Annual Report</b>	<b>Healthy Living Calendar</b>
<b>Frequency of Orders</b>	<b>4 per year</b>	<b>1 per year</b>	<b>1 per year</b>
<b>Quantity</b>	<b>16,000 English 5,500 Spanish</b>	<b>4,000 English only</b>	<b>280,000 English 45,000 Spanish</b>
<b>Number of Pages</b>	<b>8 page self-cover</b>	<b>24 page self-cover</b>	<b>28 page + cover</b>
<b>Trim Size</b>	<b>8 x 10-3/4"</b>	<b>8 x 10-3/4"</b>	<b>10-3/4 x 8"</b>

**GOVERNMENT TO FURNISH:**

- Government will provide subject matter, some content and some photo/graphics. The Government will also provide a general content plan. Content provided must be edited by contractor and incorporated into each product as specified by the Form 2511 (Print Order). Any changes shall be approved by the VA Sunshine Healthcare Network Office of Communication & Stakeholder Relations, St. Petersburg, FL.

- Names and addresses for mailing are to be furnished in mutually agreeable storage media (disk, CD/ DVD) or electronic transfer (encrypted e-mail or sent to a secured FTP site). Records are to be provided in (e.g., MS Word or Excel files, ASCII fixed field, comma-delimited format, etc.). The mailing list is not to be used for any other purpose and information must be maintained in accordance with the Privacy Act.

- Print orders (GPO Form 2511).

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

- Form 905 (R. 3/90) “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.

The contractor must be able to accept files electronically via a contractor-hosted FTP server. Appropriate log-on instructions and protocol must be provided at time of award. The contractor must provide necessary security for the FTP, which at a minimum, must have a unique user ID and password.

**Ownership of Materials:** The VA (Veteran's Affairs) retains the ownership rights to all original materials, including written content, design elements, figures, photographs and illustrations. Materials may not be reused without the written permission of the VA. The VA retains the rights to reproduce all elements of the magazine at no additional cost or reimbursement to contractor.

At the end of the contract period all VA original materials and digital publishing files to be delivered to the ordering VA office.

**EDITORIAL AND DESIGN SPECIFICATIONS, INCLUDING SPANISH LANGUAGE TRANSLATION 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.
2. **PRODUCTION SCHEDULE:** After the contract award and before the first Print Order is issued, contractor should provide a production schedule of all publications for the entire year and coordinate with the Government. This schedule should be done annually.
3. **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 the magazine reflects current scientific consensus and standards of care. Source(s) of content should be identified.

In close collaboration with the VA, write headlines, call-out quotes, captions and other display type with a view to maximizing readership. Copyedit all furnished articles submitted by the VA (such as checking grammar, spelling, sentence structure, story structure, suggesting revisions to improve "readability", meeting reading level standards as set forth and proofread all text to professional standards). VA will provide both general and specific topics for articles. If requested by the Government, contractor will interview subject matter experts when writing original articles.

Content should be written between 8<sup>th</sup> and 12<sup>th</sup> grade reading levels. Reading levels are determined using SMOG readability standards.

4. **ARTICLE DRAFT:** Once all articles have been written and photos/illustrations have been selected and/or supplied, the issue will move to the Design phase. The articles are to be created in MS Word 2007 or higher. The Government will approve or request revisions of the draft. Once the government has approved the issue and no further revisions are required, the publication moves to the Translation stage. Graph re-creations and photo retouching are required. Supplement Government-furnished photos with stock images. Once the issue has been translated and the Government has approved the final translation, the publication moves to the PROOF stage.
5. **SPANISH LANGUAGE TRANSLATION, CARIBBEAN DIALECT:** Contractor is to provide a Spanish language translation in Caribbean Dialect of each quarterly issue of the Wellness Magazine and Healthily Living 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.

6. DESIGN: Page design with Section 508 "Refresh" compliance and PDF/UA Accessible PDF must be kept in mind during the design and layout phase. Contractor to use industry standard desktop publishing software, e.g., Adobe InDesign, and associated professional publishing /graphic design programs to include Adobe Photoshop, Adobe Illustrated, and similar software. 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, and illustrations, for color separations to areas indicated.
  - (e) "Fit and Finish" page proofs, eliminating widows/orphans, bad breaks, etc.
7. CUSTOM WHITEBOARD VIDEO: For each quarterly issue of the Veterans Health Matters Magazine, contractor is to produce a custom, 3-5 minute animated "Whiteboard" video that will complement a topic in that issue of the publication. Contractor will produce the script, illustration, narration, videography and editing. Contractor will make video 508 compliant and include close captioning and provide a compliance report. The Government will provide the topic and general guidance on the content. Production of the video must be completed and approved by the Government before the magazine goes to press. A video production schedule must supplement and/or be part of the production schedule for the quarterly magazine.
8. MAGAZINE PROMOTIONAL COMMUNICATION PRODUCTS: For each quarterly issue of the Veterans Health Matters Magazine, contractor is to produce one (1) promotional message announcing the release of the issue while summarizing (teasing) content within, along with no less than four (4) social media posts (suitable for any social platform) that either promote release of the publication or content within. These posts should include high resolution graphics/photos. Written content must be provided via MS Word document. Photos or graphics should be submitted as individual image files (jpeg or .png).
9. NATIVE DESIGN FILE: Contractor to submit a Native Design File, including the Spanish translation when required, before the actual print production is to begin. The Government will approve or disapprove the Native Design File. If disapproved, the Government will state the reason for the disapproval, contractor will be required to make revisions to the Native Design File, and resubmit within the time frame determined by the Government. Once the Native Design File is approved by the Government, the contractor is to create a Section 508 "Refresh" Compliant PDF digital file. NOTE: Once the Native Design File is approved, the file IS NOT to be altered. The Native Design File will be used to create two separate documents. One document for accessibility PDF to be used on the internet and one document for print production. The Native Design File – Government's option, is to be either electronically transferred via e-mail or to a designated FTP Site or view at the contractor's location.
10. ACCESSIBILITY PDF FILE: Contractor is to submit the following deliverables:
  - An accessible, Section 508 compliant web-quality PDF
  - The original source files (such as MS Word, PowerPoint, Excel, or Adobe InDesign), including graphics and fonts.
  - (a) SECTION 508 "REFRESH" STANDARDS: Contractor to ensure that all files meet all applicable Section 508 "Refresh" Standards as discussed and agreed with Veteran Affairs personnel during "CONTENT CREATION PLANNING" meeting. The PDF-related language in the Section 508 "Refresh" section of the Access Board's website, Appendix A, "Standards," PDF/UA is referenced in

E102.6 International Standards Organization (ISO). PDF/UA-1 compliance (ISO 14289-1) requires proper tagging of text and figures, including the following:

- (1) **Reading Order (RO):** Logical RO is required in the Tag RO and Architectural RO.
- (2) **Text Elements:** Text is tagged correctly with the standard PDF tags (as defined in ISO 32000-01:2008 Sec. 14.8.4 “*Standard Structure Types*,” at [http://www.adobe.com/content/dam/Adobe/en/devnet/acrobat/pdfs/PDF32000\\_2008.pdf](http://www.adobe.com/content/dam/Adobe/en/devnet/acrobat/pdfs/PDF32000_2008.pdf)) Text elements include the following: body text, headings, headers/footers, call-outs/pull-quotes, block quotes, sidebars, captions, footnote/endnote reference numbers, footnotes, endnotes, hyperlinks, tables of content, cross-references, bibliographies, tables with text and/or numerical content, and hyperlinks. When a Veterans Affairs (VA) personnel approves, an item(s) can have the artifact tag. Tagged text elements must be in a logical reading order for the entire document.
- (3) **Figures:** Includes logos, icons, illustrations, graphics, photographs, artwork, stock photos/illustrations, maps, banners, signatures, screen shots, chart graphics (such as bar-charts), info graphics, and other graphical, non-text elements as follows:
  - Appropriate Alternative Text written descriptions (Alt-text) that adequately describe the visual information in the graphic.
  - Each tagged figure element must be placed (anchored) at an appropriate, logical place in the document's reading order.
  - Figure tagged as Artifacts (example would be background or decorative visuals) per VA instruction(s).

The VA is responsible for providing Alt-text for figures provided by the VA. If contractor will be required to provided Alt-text for figures provided by the VA this will be addressed during the “*CONTENT CREATION PLANNING*” meeting.

The contractor is responsible for providing Alt-text for figures provided by the contractor. If the Government deems the contractor provided Alt-text unacceptable, the VA will provide Alt-text or require the contractor to submit revised Alt-text.

- (b) **Section 508 “Refresh” and PDF/UA accessibility requirements:** The contractor will be required to perform a quality assurance review to verify compliance of created and remediated files with current Section 508 “*Refresh*” and PDF/UA accessibility requirements.

- (1) **Accessibility Check.** The contractor will be required to run a document analysis and develop a Verification Report. Verification Report to include but not limited to “*CommonLook PDF Compliance Report*” and Acrobat “*Full Check*”. The Verification Report details Section 508 Refresh and PDF/UA or later version deficiencies and remediation's conducted.

The document analysis and Verification Report is to be accomplished using NetCentric's CommonLook plug-in, version Validator or equal. Contractor is to embed into the PDF the accessibility report from Adobe Acrobat Professional.

The Verification Report must contain a list of Section 508 “*Refresh*” and PDF/UA deficiencies with 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).
- Alt-text descriptions for figures must be manually reviewed and verified.
- At a minimum, the document must be tagged with these essential tags that allow basic accessibility and navigation by AT users: headings, tables, lists, accessible hyperlinks, figures, and text.

The contractor is to run a Verification Report. The contractor must remediate any elements that do not comply with 29 USC Section 508 “Refresh” Standards and PDF/UA. 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) **Screen Reader Software:** The contractor must test the publication to ensure it is compatible with the most recent version of Job Access With Speech (JAWS), NonVisual Desktop Access (NVDA), and Window Eyes for Microsoft Windows operating system and VoiceOver for Apple operating system.
- (3) **Web Browsers:** The contractor must test the publication to ensure it is compatible with the most recent browser version of Microsoft Internet Explorer, Microsoft Edge, Chrome, Safari, and Mozilla Firefox for computer and mobile devices (Android, iOS).
- (4) **Section 508 “Refresh” and PDF/UA Standards:** 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 and PDF/UA Compliant. Any “Fail” elements may be cause for rejection. Compliant. Any “Fail” elements may be cause for rejection.

Note: The Section 508 accessibility technician prepares, tests, and validates the PDF's compliance for Section 508 “Refresh” Standards.

The standards for accessible PDFs that are compliant with 29 USC Section 508 “Refresh” Standards are available at <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/proposed-rule>.

- (c) **Section 508 “Refresh” Compliance:** The contractor shall ensure that VA employees and members of the general public with disabilities have access to and use of VA's Information and Communications Technology (ICT) 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 ICT developed, procured, maintained or used by Federal agencies on or after June 21, 2001, must meet ICT accessibility standards developed by the Architectural and Transportation Barriers Compliance Board (Access Board), as set forth at 36 CFR Part 1194. See the Section 508 “Refresh” section <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/proposed-rule>

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:

*“Veterans should have convenient access to information about VA health benefits, their medical records, health information, expert advice, and the ongoing support needed to make informed decisions and successfully implement their personal health plans.”*

11. **PRINT PRODUCTION:** Once the Design 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.
12. **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.
13. **DATABASE FILE:** A database must be created for veterans who wish to receive the magazine at home. Veterans will contact the contractor by U.S. Mail, e-mail, phone, an online form and/or other digital media platforms as appropriate. Contractor is required to compile all names, addresses and preferences (U.S. Mail, e-mail, English or Spanish versions) in an MS Excel spreadsheet and send to the Government on a monthly basis. Government will compile the information and add it to the mailing list for future mailings.

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

**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 proofs 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/format of the product.

Additionally, all orders require Inkjet proofs that are G7 profiled and use pigment-based inks. 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 3/19/09, and future amendments) must be utilized plus GRACoL 2006 Coated #1 specifications (CGATS TR006) must be achieved. Output must be a minimum of 720 x 720 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain the following color control strip to be evaluated for accuracy: IDEAlliance ISO 12647-7 Control Strip 2009 or 2013(i1).

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's 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.

**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.

Government Paper Specification Standards No. 13 – [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).

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 text paper used in each copy must be of a uniform shade. All cover paper must have the grain parallel to the spine.

Health Matters Magazine and Annual Report:

JCP Code A182, White, No. 2 Gloss-Coated Text, Basis Size 25 x 38", 70 lbs. per 500 sheets.

Healthy Living Calendar:

Cover: JCP Code L12, White, No. 2 Gloss-Coated Cover, Basis Size 20 x 26", 80 lbs. per 500 sheets.

Text: JCP Code A182, White, No. 2 Gloss-Coated Text, Basis Size 25 x 38", 70 lbs. per 500 sheets.

**PRINTING:**

Health Matters Magazine and Annual Report:

Prints halftone, type, reversed type, solid, screen and rule matter via 4-color process inks, with full and uncommon bleeds throughout. Prints head-to-head.

Healthy Living Calendar: Cover and Text print halftone, type, reversed type, solid, screen and rule matter via 4-color process inks, with full and uncommon bleeds throughout. Prints head-to-foot.

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

**BINDING:**

Health Matters Magazine & Annual Report:

Paper covers wrap-around, saddle-stitch and trim 3 sides. Saddle-stitch in two places along the left 10-3/4" dimension, and trim three sides. Each product must contain complete 4-page signature after trimming. Single leaves connected with a lip (i.e., binding stub) to left or right side of stitches will not be allowed.

Healthy Living Calendar:

Cover: Flat size 10-3/4 x 17-1/2" (includes 2" extension along the 10-3/4" dimension of the back cover) score and fold via two parallel folds to a finish size 10-3/4 x 8", with title face out.

Paper covers wrap-around. Back cover and fold-in panel to trim flush two sides left/right with the fold to be offset by 1/2" from the bottom side of front cover and text leaves. Saddle-stitch in two places along the top 10-3/4" dimension, and trim three sides.

Drill one 1/8" diameter hole, center in the bottom 10-3/4" dimension, center of hole is 5/16" from bottom edge.  
**NOTE:** The back cover and fold-in panel does not drill.

**PACKING:**

Mail: All single copies will be 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: All shipping containers require a container label. Complete a copy of the enclosed shipping label(s) (also available at [www.gpo.gov/pdfs/vendors/sfas/terms.pdf](http://www.gpo.gov/pdfs/vendors/sfas/terms.pdf)) and affix one to each shipping container according to the instruction at the top of the carton label sheet (make additional copies as necessary). There will be a minimum charge of \$50.00 per order (per Jacket) for all labeling and marking corrections that are made by the Government due to the contractor's failure to label/mark all containers per specifications and Contract Terms.

Spanish publications mailed to Florida and Georgia should be clearly marked on the outside packaging for easy identification by the Government.

**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 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. 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. A copy of the print order must be included with the samples.

<u>Quantity</u> <u>Ordered</u>	<u>Number of</u> <u>Sublots</u>
500 - 3,200	13
3,201 - 10,000	20
10,001 - 35,000	32
35,001 and over	50

Business Reply Mail labels will be furnished for mailing the quality assurance random copies. The copies are to be mailed at the same time as the first scheduled shipment. A U.S. Postal Service approved Certificate of Mailing, identified by GPO program, jacket, and print order numbers must be furnished with billing as evidence of mailing.

**DISTRIBUTION: Inside delivery is required on all bulk deliveries.**

Veterans Health Matters Magazine (Quarterly Issue):

Individual copies: Mail f.o.b. contractor's city approximately 500 copies in English and 35 copies in Spanish as self-mailers to those Veterans and other individuals who select to receive hardcopy versions of publication at home with each new issue, each quarter, per the distribution list provided with each print order.



Bulk shipments: Ship via most economical, traceable means, f.o.b. contractor's city, approximately 15,500 copies in English and 5,465 in Spanish to approximately 125 locations per the distribution list provided with each print order.

Healthy Living Calendar (Annual Issue):

Bulk shipments: Ship f.o.b. destination via most economical, traceable means approximately 325,000 (280,000 English & 45,000 Spanish) copies to 9 individual addresses in the quantities listed below.

NOTE: Puerto Rico bulk copies of the *Healthy Living Calendar* must be shipped to the following warehouse for transport to Puerto Rico by sea transport. Two labels (\*) must be prepared per instructions follow in chart below.

Facility (Quantities may vary by publication)	English Copies of Calendar	Spanish Copies of Calendar
<b>C.W. Bill Young VA Healthcare Center</b> Warehouse (Bldg. 37) Attn: D. Akins/Library Service (142D) 10000 Bay Pines Blvd. Bay Pines, FL 33744	45,000	25
<b>Florida Department of Veterans Affairs</b> Attn: Communications Manager The Capitol Building Ste. 2105 Tallahassee, FL 32399-0001	100	0
<b>(*) Puerto Rico Shipment – Requires two labels</b>  <b>Label #1 goes on the shipping boxes in the Jacksonville warehouse.</b>  <b>Label #2 is the San Juan destination after they get off the ship.</b>  Label 1: Department of Veterans Affairs VA Caribbean Healthcare System c/o Interstate Warehouse 3700 Port Parkway Jacksonville, FL 32226 ----- Label 2: VA Caribbean Healthcare System Warehouse Attn: Veterans Health Education Coordinator 10 Casia Street San Juan, Puerto Rico 00921	5,000	43,625
<b>Miami VAHCS</b> Attn: Veterans Health Education Coordinator 1201 NW 16 <sup>th</sup> Street Miami, FL 33126	45,000	400

<b>North Florida/S. Georgia Veterans Health System</b> Veterans Health Education Coordinator (11C-1) 1601 SW Archer Road Gainesville, FL 32608	49,900	50
<b>Orlando VA Medical Center</b> Attn: Veteran Family Health Coordinator Bldg 141 13800 Veterans Way Orlando, FL 32827	45,000	400
<b>James A. Haley Veterans' Hospital</b> Warehouse Attn: Chief, Library Service (142D) 13000 Bruce B. Downs Blvd. Tampa, FL 33612	45,000	400
<b>West Palm Beach VA Medical Center</b> Attn: Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410	45,000	100

Annual Report (Annual Issue):

Bulk shipments: Ship f.o.b. destination via most economical, traceable means approximately 4,000 copies in the following quantities to the following locations:

<b>Facility</b>	<b>Annual Report</b>
<b>Bay Pines VAHCS</b> Chief, Library Services (142D) Bldg. 100, Room 1A106 10000 Bay Pines Blvd Bay Pines, FL 33744	600 copies – 4 boxes of 150
<b>VA Caribbean Healthcare System</b> Chief, Library Service (142D) 10 Casia Street San Juan, PR 00921-3201	600 copies – 4 boxes of 150
<b>Miami VAHCS</b> Veterans Health Education Coordinator 1201 NW 16 <sup>th</sup> Street Miami, FL 33125	500 copies – 4 boxes of 125
<b>Lake City VA Medical Center</b> 619 South Marion Ave. Lake City, FL 32025	600 copies – 4 boxes of 150
<b>Orlando VA Medical Center</b> Veteran Family Health Coordinator 13800 Veterans Way Orlando, FL 32827	600 copies – 4 boxes of 150

<b>James A. Haley Veterans Hospital</b> Chief, Library Service (142D) 13000 Bruce B. Downs Blvd Tampa, FL 33612	600 copies – 4 boxes of 150
<b>West Palm Beach VA Medical Center</b> Veterans Health Education Coordinator 7305 North Military Trail West Palm Beach, FL 33410	500 copies – 4 boxes of 125
<b>TOTALS</b>	<b>4,000 copies (all in English)</b>

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 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). NOTE: The print order, along with any requested changes, will be emailed to the contractor. Contractor must acknowledge receipt of order by replying to order originator's email.

The following schedule begins the first workday after notification of availability of print order and furnished materials; the workday after notification will be the first workday of the schedule.

Editorial meetings will take place 2 workdays after the Print order is made available to contractor. Anticipate issue dates will be March (Spring), June (Summer), September (Fall), and December (Winter) for the quarterly issues, January for the Annual Report, and October for the Calendar issue.

Contractor must complete production and delivery within 48 workdays after receipt.

**Revised Proofs:** When revised proofs are required by the Government due to Government errors, 2 additional workdays will be allowed.

**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 upon agreement between the Contractor and Government. 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 one (1) year's production under this contract. These units do not constitute, nor are they to be construed as, a guarantee of the volume of work which may be ordered for a like period of time.

The following item designations correspond to those listed in the "SCHEDULE OF PRICES".

I.	(A)		
	(1)	4	
	(2)	1	
	(3)	1	
	(B)		
	(1)	4	
	(2)	1	
	(3)	1	
	(C)		
	(1)	4	
	(2)	1	
II.	(1)	(a) 4	(b) 86
	(2)	(a) 1	(b) 4
	(3)	(a) 1	(b) 325
III.	(1)	362	
	(2)	50	

**SECTION 4. – SCHEDULE OF PRICES**

Bids offered are f.o.b. destination.

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), N/A (Not Applicable), 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.

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.

**CONTRACTOR MUST INVOICE IN ACCORDANCE WITH THE SCHEDULE OF PRICES. FAILURE TO ITEMIZE IN ACCORDANCE WITH THE SCHEDULE OF PRICES MAY RESULT IN DELAYED PAYMENT.**

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

Fractional parts of 1,000 will be prorated at the per 1,000 rate.

**I. CONTENT CREATION:**

**A. Editorial Content and Design Process:**

- (1) Health Matters Magazine...(inc. Whiteboard Video and Promotional Communication Products).....per issue.....\$ \_\_\_\_\_
- (2) Annual Report.....per issue.....\$ \_\_\_\_\_
- (3) Wellness Calendar.....per issue.....\$ \_\_\_\_\_

**B. 508 Compliance – Web Accessibility PDF:**

- (1) Health Matters Magazine...(inc. Spanish version).....per issue .....\$ \_\_\_\_\_
- (2) Annual Report.....per issue .....\$ \_\_\_\_\_
- (3) Wellness Calendar...(inc. Spanish version)..... per issue .....\$ \_\_\_\_\_

**C. Spanish Translation:**

- (1) Health Matters Magazine.....per issue.....\$ \_\_\_\_\_
- (2) Wellness Calendar.....per issue.....\$ \_\_\_\_\_

\_\_\_\_\_  
(Initials)

**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 (a)	Run, per 1000 copies (b)
Printing in four color process, including binding:		
(1) Health Matters Magazine (inc. Spanish version).....per issue.....	\$ _____	\$ _____
(2) Annual Report.....per issue.....	\$ _____	\$ _____
(3) Wellness Calendar (inc. Spanish version).....per issue.....	\$ _____	\$ _____

**III. ADDITIONAL OPERATIONS:**

- (1) Preparing Self-Mailer Copies for mailing including generate/affix labels (or inkjet addresses) and deliver to post office.....per 1,000 addresses.....\$ \_\_\_\_\_
- (2) Database Creation.....per record.....\$ \_\_\_\_\_

\_\_\_\_\_  
 (Initials)

**SHIPMENT(S):** Shipments will be made from: City \_\_\_\_\_, State \_\_\_\_\_

The city(ies) indicated above will be used for evaluation of transportation charges when shipment f.o.b. contractor's city is specified. If no shipping point is indicated above, it will be deemed that the bidder has selected the city and state shown below in the address block, and the bid will be evaluated and the contract awarded on that basis. If shipment is not made from evaluation point, the contractor will be responsible for any additional shipping costs incurred.

**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 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.

**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 fax or mail, fill out and return one copy of all pages in "SECTION 4. - 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.

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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