

RFP#27-13
QUESTIONS AND UNIVERSITY RESPONSES FROM BIDDERS
Release Date April 26, 2013

The following questions were submitted by respondents to RFP#27-13. Below each question, please find the University's response.

Question: **What do you mean by batches? Will the product be printed in one run?**

Answer: *The University is looking for just-in-time delivery. We intend to order batches of the production run as needed for direct mailing and issuance at the University.*

Question: **Do you intend to mail the Viewbook or Just the First Impression?**

Answer: *Both documents will be mailed.*

Question: **What did you have in mind for the die cut tabs. Would you consider a tab that is scored and then folded out?**

Answer: *The tabs should be fixed in place and provide the section delineation free of any action from the reader.*

Question: **In option Two, do you want rounded corners on both the Viewbook and First Impressions?**

Answer: *Under option two, the rounded corners apply to both publications.*

Question: **Section 4 - 4.1 – View book – Option. Stock – As specified in RFQ – you are asking for Finch Fine – last year although the stock requested as finch fine, no one was aware of the expense for this stock and we were asked to quote Finch Opaque – FYI – the pricing difference between the two is over 10,000.00 – Finch Opaque is much less expensive. – Please let us know if Finch Fine is the stock you want us to bid on – this also goes for 4.2 – First Impressions.**

Answer: *Please submit your proposal based Finch Fine, as outlined in the RFP.*

Question: **Section 4 – 4.1 – View book – Option 1 – Printing: States to be printed in batches on demand by the University – Can you please explain this? IF these are being printed on demand, what quantities would you be looking for? Also, the same question for First Impression please.**

Answer: The University is looking for just-in-time delivery. We intend to order batches of the production run as needed for direct mailing and issuance at the University.

Question: Option 2 – Die cut 4 sets of tabs – is this an addition of 8 pages for those tabs or will 4 of the 32 pages have tabs? Also, IF you are looking for tabs, will the stock be text or cover weight (same as the cover of the View book)

Answer: 4 of the 32 pages will have tabs - they will be the same stock as the text to save costs (assuming cover stock for tabs as added costs).

Question: First Impression. Same question regarding stock

Answer: Please submit your proposal based Finch Fine, as outlined in the RFP.

Question: Print on Demand – same question?

Answer: The University is looking for just-in-time delivery. We intend to order batches of the production run as needed for direct mailing and issuance at the University.

Question: Die cut round corners – will this only be on the upper and lower right corners or on all 4 corners of the Brochure

Answer: All four corners, please remember to present non-die cut (straight) and die cut round as separate pricing options

Question: Section 4 – 4.3 – Digital Magazine for both View book and First Impression

Will a low resolution PDF work for this – you will be able to take this and upload it directly into the UMaine web site or are you looking for something more extravagant?

Answer: Low resolution PDF will meet our requirements - any interactive elements (e.g. animated page turns) that simulate a "real" reading experience are optional

Question: Will one vendor be awarded both the Viewbook and First Impressions? Or will they be divided among 2 separate vendors?

Answer: The Intent is for one vendor to be selected for this proposal.

Question: Will the Viewbook and First Impressions mail together or separately?

Answer: Our expectation is that they will be mailed separately

Question: Can you tell me how many times you are projecting each title will mail? Do you have an average quantity per mailing?

Answer: *We do not know at this at this time.*

Question: Each title will be mailing as non-profit using our permit, correct?

Answer: *That is correct.*

Question: Regarding the tabs (Option 2) for the Viewbook – the front cover only will need to be oversized from the text concealing the tabs? Can you confirm?

Answer: *We do not envision the cover being larger. Rather the tabs should be flush with the cover.*

Question: To properly estimate the tab option I will need to know exactly where each tab should be inserted?

Answer: *With 32 pages, assume equal sized/height tabs from top to bottom (divide height specs provided by 4)*

Question: What type of stock do you want to use for the tabs?

Answer: *Same stock as the pages will be fine.*

Question: How many ink colors will the tabs print? Both sides? Tab only or will the body of the tabs print? Will Mylar reinforcement on each tab be required?

Answer: *Ink on both sides of the tab - mylar reinforcement not required*

Question: Where do I indicate the additional cost for round cornering of the Viewbook? Option 2?

Answer: *Add it as a line item in your pricing under option 2.*

Question: Section 4 – 4.1 – View book – Option 1 – Printing: States to be printed in batches on demand by the University – Can you please explain this? IF these are being printed on demand, what quantities would you be looking for? Also, the same question for First Impression please. This is something that is based on quantity – Are you asking for us to print the entire requested quantity then hold at our facility for processing/mailing? If so, how many books and brochures will be shipped to UMaine

Answer: *We are not requiring the bidder produce the entire order and store them for the University, preferring a print-on-demand approach. The estimated quantity is 75,000, however the University intends to pay for only what is*

delivered to the University for on hand stock, or instructed to be direct shipped from the mailing clearing house.

Question: In an effort to provide you with our most competitive estimates can you send me a low res PDF of the Viewbook with and without the tab option? I want to make sure I'm giving you exactly what you want. It would be much appreciated.

Answer: There no such images available. The RFP represents a new approach over previous versions.

Question: Both items ask for a digital version, is this an electronic version that would be posted on an existing University webpage or would we need to create and host a page on the university's behalf?

Answer: In the RFP, you have the option to present it either way. If you have the capability to host it, present the complete cost for hosting as well as the process to access the finished product.