



Request for Quote

Key RFQ Dates:

RFQ Issued: March 13, 2009
Written Questions Due: March 27, 2009
Submit Proposal By: April 17, 2009

REQUEST FOR QUOTE (RFQ) NO. SFN-RFQP-031309-PS Notice To Offerors Calling For Proposals General Printing Services

The Society for Neuroscience (SfN) upholds a tradition of branded, award-winning publications which are representative of the thriving field of neuroscience and its growing community of scientist and researchers. In keeping with its emphasis of quality, the Society seeks to establish professional relationships with commercial printing vendors who share our superior standards, can ensure a timely delivery, are committed to environmental stewardship, and offer competitive pricing.

The Society is proud of the quality of its publications and strives to produce excellent work while keeping a close eye on printing and production costs, as member dues cover the vast majority of our publication expenses. In the interest of ensuring the most cost-effective publications, SfN is soliciting quotes for prepress, printing, binding, distribution and mailing of its publications.

Your company has been identified as a potential supplier of these services, and we invite you to respond this RFQ. Although pricing is an important consideration, other factors such as quality control procedures, customer service, and work flow will be weighed heavily in assessing responses to this RFQ.

CAUTION: Proposals received after April 17, 2009 will be considered at SfN's discretion.

We look forward to receiving your proposals from your firm and invite any questions you may have regarding this RFQ.

Sincerely,

Paul T. Troxell
Procurement Manager

Society for Neuroscience
1121 14th Street, NW
Suite 1010
Washington, DC 20005
202-962-4000
(f) 202-962-4947

No. RFQ-031309-PS

REQUEST FOR QUOTE

THIS REQUEST FOR QUOTE (“RFQ”) IS NOT IN ANY MANNER TO BE CONSIDERED AN ORDER FOR, OR AN OFFER FOR, THE SERVICES / PRODUCTS SET FORTH HEREIN, NOR WILL THE SOCIETY FOR NEUROSCIENCE (SfN) INCUR OR BE LIABLE FOR ANY COSTS ASSOCIATED WITH THE PREPARATION OF YOUR OFFER. SfN RESERVES THE RIGHT TO ACCEPT OR REJECT ANY OR ALL OFFERS. ACCEPTANCE OF YOUR RESPONSE IN NO WAY OBLIGATES SfN TO ISSUE SUBSEQUENT RFQ’S OR CONTRACT INFORMATION TO RESPONDING FIRMS.

BY ACKNOWLEDGMENT OR RESPONSE TO THIS RFQ, THE FIRM HEREBY CERTIFIES THAT NO GRATUITIES WERE OFFERED OR SOLICITED BY ANY SfN EMPLOYEE, EITHER DIRECTLY OR INDIRECTLY. ANY SITUATION WHERE A GRATUITY IS SOLICITED BY A SfN ASSOCIATE MUST BE REPORTED IMMEDIATELY TO SfN’S DEPUTY EXECUTIVE DIRECTOR AT (202) 962-4000.

About Society for Neuroscience (SfN): SfN is a nonprofit membership organization of basic scientists and physicians who study the brain and nervous system. Neuroscience includes the study of brain development, sensation and perception, learning and memory, movements, sleep, stress, aging and neurological and psychiatric disorders. It also includes the molecules, cells and genes responsible for nervous system functioning. Recognizing the tremendous potential for the study of the brain and nervous system as a separate field, the Society was formed in 1970. It has grown from 500 members to nearly 39,000 and is the world's largest organization of scientists devoted to the study of the brain and nervous system.

CONFIDENTIALITY/NON-DISCLOSURE

This RFQ is confidential and the property of SfN. Each Firm that receives this document, by its acceptance hereof, represents and agrees that it will not distribute or provide information contained herein to any person not directly responsible for generating a response to the RFQ. Firms wishing to respond to this RFQ must sign and date the "Non-disclosure" agreement then fax it to the attention of SfN's Procurement Manager at 202-962-4947.

A Firm may disclose relevant parts of the RFQ to partners and/or subcontractors provided that the partner and/or subcontractors first execute a non-disclosure agreement identical to the non-disclosure agreement signed by the Firm. Distributing or sharing of this RFQ by the Firm with any other party must be approved in writing by the SfN Procurement Manager.

Non-Disclosure of Information. Confidential Information means any and all information and technical data of a proprietary or confidential nature disclosed or made available by a party hereto to the other party in the course of performing hereunder, whether in written, oral, magnetic, photographic, optical or other form and whether now existing or hereafter created, including, without limitation, all Trade Secrets, know-how, information systems, technology, data, computer programs, processes, methods, operational procedures, plans, strategies or results, software, source code, drawings, databases, schematics, blueprints, memoranda, flow charts, specifications, test results, production, lab or engineering techniques and manuals, methodologies, all related intellectual property or its physical embodiments, membership lists or information, industry and competitive information, strategic business plans, marketing plans, product and proposed product information, pricing and cost data arrangements and agreements with distributors, licensors and licensees, information concerning employees, financial information and other information of a similar nature that is not generally disclosed by such party to the public, whether any of the foregoing is disclosed by access to a party's facilities or documents or by conversations with a party's employees, directors or consultants. "Confidential Information" shall not include any information which (i) is proven by written evidence to have been in a receiving party's possession prior to disclosure by the other party; (ii) is received from a third party having the right to disclose such information; (iii) is or hereafter becomes public knowledge through no act or fault of a receiving party; (iv) is proven by written evidence to have been independently developed by a receiving party without access to the Confidential Information of the other party; and (v) is required by law to be disclosed; provided that to the extent practicable, the other party is first given notice of the required disclosure and an opportunity to seek appropriate legal relief to prevent such disclosure or limit its use and further disclosure.

Each party acknowledges and agrees that during the RFQ process, access to certain Confidential Information belonging to the other party may be required. Each party agrees that it shall keep such Confidential Information in strict confidence and shall not disclose it to any person, firm, partnership or corporation other than to its agents or employees who have a need to know such information in order to perform hereunder, nor use the same for any purpose other than performance hereunder. Each party shall advise all such agents and employees with access to Confidential Information of the other party of its obligations with respect thereto. Notwithstanding the foregoing, each party shall be and remain liable and responsible for the confidentiality obligations of its agents and employees. In addition to the foregoing, each party shall protect and safeguard Confidential Information of the other party by using the same degree of care, but no less than a reasonable degree of care, to prevent the unauthorized use, dissemination or publication of such Confidential Information as such party uses to protect its own confidential or proprietary information of a like nature.

Authorized Officer or Director

Date

DEVELOPMENT COSTS AND CONDITIONS

- Neither SfN nor its representatives shall be liable for any expenses a Firm incurs in connection with preparation of a response to this RFQ. Applicants should prepare their proposals simply and economically, providing a straightforward and concise description of the Firm's ability to meet the requirements of this RFQ.
- The issuance of this RFQ does not commit SfN to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to actually procure the requested services.
- SfN reserves the right to reject any or all the RFQ applications submitted in response to this solicitation, due to the lack of responsiveness, changes in SfN's operating objectives, lack of funding, or for any reason determined by SfN and at the sole discretion of SfN.

GENERAL INFORMATION

- Time Extension: SfN may for good and sufficient reason extend the response deadline, in which case all potential vendors will receive an addendum setting forth the new time and date.
- Request for Additional Information: Prior to the final selection, vendors may be required to submit additional information that SfN deems necessary to further evaluate the vendor's qualifications. As part of the evaluation process vendors shall furnish such additional information as SfN may reasonably require.
- Denial of Reimbursement: SfN will not reimburse vendors for any costs associated with the preparation and submission of a proposal or for any travel or other costs that are incurred.
- SfN will not be liable for any costs incurred by the vendor in connection with interviews (i.e., travel, accommodations, etc.) conducted as part of the evaluation or negotiation process.
- Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any associate at SfN for the purpose of influencing consideration of this proposal. If an SfN associate solicits a gratuity, the vendor is obligated to inform SfN's Deputy Executive Director.
- Right of Withdrawal: A proposal may not be withdrawn before the expiration of one hundred and eighty (180) days from the proposal due date.
- Right of Negotiation: SfN reserves the right to negotiate with the selected vendor the exact terms and conditions for a contract.
- Liability and Insurance: The selected firm shall purchase and maintain insurance in the amounts and types as needed for the protection from claims caused by the contractor's personnel or work, or by any subcontractor performing work for the contractor.
- Legal Compliance: In connection with the furnishing of supplies or performance of work under the contract, the contractor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations and executive orders to the extent that the same may be applicable.
- Disqualification: No award will be made to any firm, person or party, parent or subsidiary that is de-barred from providing services to the federal or state government, or with which SfN has an outstanding claim against or a financial dispute.
- Performance and Approval of Sub-Consultants: The vendor will perform the project as an independent contractor and not as an agent or employee of SfN. The vendor shall secure written permission from SfN before subcontracting any part of the project. Such permission should be obtained during the proposal evaluation stage.

- Licenses, Permits & Taxes: The price or prices for the work shall include full compensation for all taxes, permits, etc. that the vendor is or may be required to pay. SfN is a tax exempt entity.

Minority/Women Business Enterprise (MWBE) Policy: It is the policy of SfN to provide minority and women owned business enterprises with equal opportunity for participating in the selling of goods and services to SfN. In cases where a vendor plans to sub-contract a portion of the work, it is required to make "A Good Faith Effort" to engage qualified MWBEs for such work. Vendors shall keep records of such efforts, when applicable, that are adequate to permit a determination of compliance with this requirement. If subcontracting is involved in the proposal, a Proposed Schedule of Minority/Women Business Enterprise Participation shall also be submitted.

Please refer to the following items during preparation of your Proposal:

1. Project Summary:

The Society for Neuroscience is seeking commercial printing vendors with digital, off-set, and Web printing capabilities to produce a variety of publications. Vendors must have in-house mailing facilities or an established partnership with a mailing house. In-house offering of special services, like embossing, die cutting; and perfect-bound, saddle- stitched, or coil binding is preferred.

In addition to exceptional printing quality, state-of-the-art equipment, outstanding customer service, and competitive pricing, vendors must be certified by the Forest Stewardship Council, offering a plentiful range of recycled paper choices. SfN will be evaluating bids for contract terms of one, three, and five years. To be considered for SfN's printing business, your company must purchase paper on behalf of SfN for use in printing SfN publications, with at least a 90-day supply of paper on hand.

As you consider this RFP, SfN encourages a bundle pricing option to achieve overall deeper discounts.

2. Schedule:

This request for proposal will be governed by the following schedule:

Release RFQ	March 5,2009
Registration	March 13, 2009
Question and Answer Period	March 27, 2009
Proposals Due	April 17, 2009

SfN may delay scheduled due dates if it is to the advantage of SfN to do so. SfN will notify respondents of all changes in scheduled due dates by written notice.

3. Registration:

All Firms that will submit an offer in response to this RFQ are required to register with SfN. To register, the Firm must send an e-mail containing a point of contact, statement of intent to file a proposal, and the Firm's e-mail address to rfp@sfn.org by COB March 13, 2009. The signed and dated "Nondisclosure" agreement must be received by SfN no later than March 18, 2009.

4. Supplier Questions:

Questions may be e-mailed to rfp@sfn.org until 12:00 PM EST on March 27, 2009. No further questions will be addressed after this date. SfN will respond to all questions submitted via the e-mail address provided by the registered participants. It is SfN policy to compile all questions and answers, unless they are so specific as to identify the firm, sending them out to all registered participants.

NOTE: Registered firms are to use the rfp@sfn.org email address and are NOT to contact any SfN associate directly without first clearing it with the Procurement Specialist. You can contact the Procurement Specialist at 202-962-4028 or use the above e-mail address. Anyone caught violating this rule risks being eliminated from the RFQ process.

5. Proposal Requirements:

- **Content of Proposal**

The proposal must be submitted using the format as indicated below in the proposal format guidelines.

- **Preparation of Proposal**

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

- **Number of Proposal Copies**

Please submit one electronic and three hard copies of your proposal.

- **Submission of Proposals**

Please submit proposals to:

Society for Neuroscience
1121 14th Street, NW, Suite 1010
Washington, DC 20005
Attention: Paul Troxell
Telephone: (202) 962-4000
Email: ptroxell@sfn.org

All proposals must be delivered to the above office no later than 4:00 P.M. Eastern time on April 17, 2009. Proposals received after the above date and time will not be considered.

- **Rejection of Proposals**

The Society reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of Society. It is also within the right of the Society to reject proposals that do not contain all elements and information requested in this document. The Society for Neuroscience shall not be liable for any losses incurred by those firms who submit proposals throughout this process.

- **Proposal Format Guidelines**

Interested contractors are to provide the Society with a thorough proposal using the following guidelines:

1. Proposal should be typed and as brief as possible.
2. Each proposal will adhere to the following order and content of sections.
 - Proposal should be straightforward and concise and provide “layman” explanations of technical terms that are used.
 - Emphasis should be concentrated on conforming to the RFQ instructions, responding to the RFQ requirements, and on providing a complete and clear description of the offer.
 - Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected.
3. The following proposal sections are to be included in the proposer’s response:

A. Cover Letter: A cover letter, not to exceed three pages in length, should summarize key elements of the vendor’s proposal. An individual who is authorized to bind the

company must sign the letter. The letter must stipulate that the proposed terms will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to the Society's headquarters, and the office from which the project will be managed.

The Proposer must include in the proposal a complete disclosure of any alleged significant prior or ongoing contract failures, and any civil or criminal litigation or investigation pending that involves the company or in which the vendor has been judged guilty or liable. Failure to comply with the terms of this provision will disqualify any proposal. The Society reserves the right to reject any proposal based upon the Proposer's prior history with the Society or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, or significant failure(s) to meet contract milestones or other contractual failures.

B. Company Profile: Describe your company, including the number of years in operation; please include the cities in which you have a full service branch/warehouse.

6. Evaluation Criteria:

A team of SfN staff from various business functions will review proposals and recommend a contractor to the Executive Director. The Executive Director will present the recommendation to SfN's Council for approval.

SfN considers quality of service and product at a reasonable cost to be the most important aspect in selecting a contractor. Contractors are partners and function as an extension of SfN staff through the planning and execution of the services to be provided for as stated herein. Each candidate will be judged on these factors as well as creativity, reliability, compatibility with SfN staff, professional reputation, and cost and contractual items.

Proposals must be received by April 17, 2009. If deemed necessary, formal presentation will be scheduled at the SfN office in early late April or early May.

Oral Presentation and/or Clarification of Bids

A bidder may be required to give an oral presentation to the Evaluation Committee concerning its bid proposal. The Evaluation Committee may also require a bidder to submit written responses to questions regarding its bid.

The purpose of such communication with a bidder, either through an oral presentation or a letter of clarification, is to provide an opportunity for the bidder to clarify or elaborate on its bid. The original bid, as submitted, however, cannot be supplemented, changed, or corrected in any way during the evaluation process. No comments regarding other bids are permitted. Bidders may not attend presentations made by their competitors.

It is within the Evaluation Committee's discretion whether to require a bidder to give an oral presentation or require a bidder to submit written responses to questions regarding its bid. Action by the Committee in this regard should not be construed to imply acceptance or rejection of a bid.

Evaluation Criteria

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate bid proposals received in response to this RFQ. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process.

- The bidder's ability to provide printing services to SfN.
- The bidder's documented experience in providing services of a similar nature to those required by this RFQ.
- The bidder's in-house production and warehousing capabilities.
- The quality and diversity of the bidder's printing samples provided.

- The bidder's references with similar clients.
- The bidder's cost proposal.

SfN's Right To Consider Additional Information

- SfN may obtain any information determined to be appropriate regarding the ability of the bidder to supply and/or render the service required by this RFQ.
- SfN may consider such other factors that are important in evaluating the bidder's proposal and awarding contracts as determined to be in the best interest of SfN.
- SfN reserves the right to request all bidders to explain the method used to arrive at any or all cost or pricing figures.
- When making the contract award decision, SfN may consider evidence of formal or other complaints against any bidder(s) by SfN for contracts held in the past or present by the bidder.
- SfN reserves the right to check the bidder's financial capacity and ability to successfully undertake and complete the services required by this RFQ by any means deemed appropriate.
- SfN reserves the right to conduct site inspections of any facility(s) serviced by the bidder(s) to assist in judging the bidder's ability to provide the services required by this RFQ. This applies to all facilities services by the bidder or any sub-contractor to the bidder.

7. Scope of Services:

7.1 Services Required

7.1.1 The Contractor may be required to provide any or all of the following printing services for SfN:

- Printing of booklets
- Printing of directories
- Printing of newsletters
- Printing of annual reports
- Printing of training materials
- Printing of appointment cards
- Printing of posters
- Printing of brochures
- Printing on NCR forms
- Printing of labels
- Printing of invitations
- Printing of announcement cards and envelopes
- Printing of pamphlets
- Any project that requires printing

7.1.2 The Contractor may also be required to provide any or all of the following ancillary services, at the request of SfN:

- Graphic design
- Typesetting
- Layout
- Copying services
- Bindery services
- Perforation and collating
- Digital Imaging
- Folders with or without pockets
- Direct Mail & Fulfillment

Ancillary services are only to be performed in conjunction with a specific printing project and are not to be the primary task.

7.2 Quality

All printed material is to be error free and of the highest printing quality. All printed material not meeting this standard of quality is subject to immediate reprint at no cost to SfN.

7.3 Proofs

Proofs are required. See project details for specifics on proof type. The Contractor will be held responsible for delivering all proofs approved by SfN; SfN staff is responsible for thoroughly reviewing proofs and returning in a timely manner. The proofs are to be signed and dated by an authorized staff member at SfN prior to printing.

7.4 Overruns

SfN is to be charged only for work requested. Overruns are not to be included in pricing, without prior notification to SfN of an acceptable projected number of overruns.

7.5 Packaging

The Contractor is responsible to deliver the merchandise in good condition.

8.0 **BIDDER'S DATA SHEETS (FORMS TO BE COMPLETED BY BIDDER)**

The bidder should fully complete and submit the following Bidder's Data Sheets. Failure to satisfactorily complete and submit the Bidder's Data Sheets may result in a determination that your bid is non-responsive, resulting in rejection of your bid.

Bidders are strongly advised to use the Bidder's Data Sheets supplied herein. The bidder should make additional copies, if necessary.

8.1 Bidder's Information

8.1.1 Please circle the appropriate answers:

My company is/offers: (Please indicate which ones apply to your company. **If you do not meet at least three of the requirement below, your RFQ will not be considered.**

- ☐ FSC-certified and actively pursuing green initiatives
 - ☐ Stochastic screening at a minimum of 10-20 microns
 - ☐ FUJI final proofs
 - ☐ 6-color presses with in line aqueous coating
 - ☐ Certified Metal FX printer, compatible with FSC standards
 - ☐ In plant mail house
 - ☐ Warehousing of printed material for fulfillment, storage of customer stocks
- HP digital printing. Non-toner based, liquid ink to achieve near press qualityA consistent recipient of print awards (e.g., Printing Industries of Virginia Awards, Printing Industries of America , "Benny Awards," etc.). If so, please provide a detailed list.

My company can perform up to:

- 1-color processing
- 2-color processing
- 3-color processing
- 4-color processing
- 6-color processing (varnishes)

My company can offer the following special services in-house:

- ☐ FSC-certified varnish
- ☐ Embossing
- ☐ Die cutting
- ☐ Perfect-binding
- ☐ Saddle- stitch binding
- ☐ Coil binding

☐ Digital printing

8.1.2 What are your storage and warehousing capabilities? (Please indicate square footage)

8.1.3 Is storage/warehousing kept on-site or off-site? _____

8.1.4 Please indicate number of years your company has been in the printing industry? _____

8.1.5 Briefly discuss your company's history. (In lieu of answering this question in narrative form, you may attach a brochure or booklet about your company).

8.1.6 What is your average press run? Do you have a minimum press run and a maximum press run? If so, what are they?

8.1.7 Describe the number and type of presses you have available. If you have multiple facilities or locations, explain which presses are at which facility. List details in question 8.2.

8.1.8 Do you subcontract any parts of a printing job? If so, please describe which parts are subcontracted (e.g., die cutting).

8.1.9 Describe the composition of the customer service team that would service our account. Information you provide in answering this question may include:

- a. Names of people who would serve on the customer service team, their job titles and a brief description of their role on the team.
- b. Length of time each person on the team has been with your company and length of time they have worked in the printing industry.
- c. Identify who our primary contact would be on your customer service team.

8.1.10 Discuss your process for orienting and training new customers, and also for ongoing training of current customers.

8.1.11 When are annual press schedules developed for each publication? Describe the process for working with clients to develop press schedules.

8.1.12 How are customer files delivered to you?

8.1.13 Describe your quality control processes.

- a. Do you have any quality certifications (i.e., ISO 9000) or have you received any quality awards?
- b. Do you follow a prescribed quality program?
- c. At prepress, how do you alert customers of problems? Do you charge for customer advisories and adjustments to files? What are the charges?
- d. On press, how often are quality checks performed? What does the quality check consist of?
- e. At bindery, how often are quality checks performed? What does the quality check consist of?

8.1.14 Discuss your labeling and mailing services.

- a. Do you have an in-plant U.S. Postal Service inspector or mailing office?
- b. How should mail lists be prepared and supplied to you?
- c. Do you offer copalletization, drop shipping, and comailing?
- d. How do you enter mail into foreign mail systems?

8.1.15 In addition to its three regular print publications, ASRT prints many other materials that may include brochures, books, posters or other materials.

- a. Are you able to print special projects that are not covered in the contract for the publications?
- b. How long, on average, does it take you to generate an estimate for printing a special project?

8.1.16 Describe your bindery capabilities.

8.1.17 Discuss how you purchase paper for your clients. Do you pass along changes in paper pricing to your clients immediately, or do you wait until prices change by more than a certain percentage? How many days' notice do you provide to clients when there is a paper price increase (or decrease)?

8.1.18 Describe your storage procedures and costs for archiving electronic files, storing inserts or outserts, and storing hold or overrun copies.

8.1.19 Outline your environmental procedures concerning pollution, waste and recycling.

8.1.20 Do you have a business continuity plan in place in case of a fire, flood or other disaster at the location where our publications would be printed? Briefly describe your business continuity plan.

8.1.21 Discuss your payment terms. Do you offer discounts to nonprofit organizations or discounts for timely payment (e.g., 2/10, net 30)?

8.1.22 Are clients billed for the exact number of copies on the written print order, or are they billed for the actual number printed within + or – a certain percentage of the written print order? If so, what is your “plus or minus” range?

8.1.23 Would you be able to sign a three-year contract? A five-year contract?

8.1.24 What are your contract termination terms?

8.1.25 Please provide the names, addresses and phone numbers of three current customers whom we may contact as references.

8.2 BIDDER'S EQUIPMENT

The bidder should provide a list showing item name, manufacturer make/brand, model number and proposed use on this contract of all printing presses/equipment, photo copiers, computers, that the bidder, in its judgment, feels will be required to successfully provide the services or other work elements as detailed in the Scope of Work of this RFQ.

ITEM NAME	MAKE/BRAND AND MODEL NUMBER	PROPOSED USE UNDER THIS CONTRACT

(MAKE ADDITIONAL COPIES OF THIS SHEET, IF NECESSARY)

8.2.1 Purchase or Upgrade of Equipment

Provide below the bidder's plan, if applicable, for the ***purchase or upgrade*** of equipment, photo copiers, printing presses and computers, required to completely and satisfactorily provide all of the printing services or other work elements as detailed in the Scope of Work of this RFQ on the contract start date.

(MAKE ADDITIONAL COPIES OF THIS SHEET, IF NECESSARY)

8.2.2 Bidder's Capabilities

Provide below the bidder's graphic design, typesetting, in-house bindery, offset, web, and digital printing capabilities that the bidder, in its judgment, feels will be required and used to successfully provide the services detailed in the Scope of Work of this RFQ.

(MAKE ADDITIONAL COPIES OF THIS SHEET, IF NECESSARY)

8.2.3 Operational Plan

Provide below the bidder's plans and capabilities to provide service to SfN.

(MAKE ADDITIONAL COPIES OF THIS SHEET, IF NECESSARY)

8.3 CONTACT INFORMATION

8.3.1 The bidder should provide the location of bidder's business office that will be responsible for management of this contract.

Name: _____

Address: _____

Business Phone Number: (____)-____-____

Business Fax Number: (____)-____-____

8.3.2 The bidder should provide the name(s) and phone number(s) of bidding firm's management personnel to be contacted if problems or emergencies occur (24 hours per day).

Name: _____

Role of this person for this contract: _____

Work Telephone Number: (____)-____-____

Home Telephone Number: (____)-____-____

Name: _____

Role of this person for this contract: _____

Work Telephone Number: (____)-____-____

Home Telephone Number: (____)-____-____

Name: _____

Role of this person for this contract: _____

Work Telephone Number: (____)-____-____

Home Telephone Number: (____)-____-____

Name: _____

Role of this person for this contract: _____

Work Telephone Number: (____)-____-____

Home Telephone Number: (____)-____-____

8.3.3 The bidder should list below the name of the individual that may be contacted at all times if service or information is required by SfN.

Name: _____

Address: _____

Role of this person for this contract: _____

Work Telephone Number: (__)-__-____

Business Fax Number: (__)-__-____

Home Telephone Number: (__)-__-____

9.0 BIDDER'S PRICING SHEET

Item	Description	Quantity	Extended Price
General			
Brain Briefings	See details below		
Newsletter	See details below		
Annual Report	See details below		
Brain Facts	See details below		
SfN Brochure	See details below		
R&D	See details below		
Invitations (3)	See details below		
Final Program (2)	See details below		
Exhibit Guide	See details below		
Stationery			
Envelopes	See details below		
Letterhead	See details below		
Envelopes Notecards	See details below		
Letterhead Envelopes	See details below		
Notecards Envelopes	See details below		
Envelopes	See details below		
Business Cards	See details below		

Neuroscience Quarterly (newsletter)

Neuroscience Quarterly is the Society's flagship newsletter. It is provided as a member benefit to SfN members. It is mailed at a nonprofit class. An online edition of *Neuroscience Quarterly* is hosted at www.sfn.org.

The following specifications represent a typical issue of *Neuroscience Quarterly*.

Trim size: 8.5" x 11" self cover

Quantity: 35,000/40,000/ 45,000

Frequency: Quarterly

Number of pages: 16 pages. All bleed.

Binding: Saddle stitch

Stock: 70# Chorus Art Silk text

Colors: 1 PMS and black

Distribution: 25,700 copies mailed to subscribers, using provided mailing list;

200 copies sent to SfN office via ground delivery as advance copies; 14,100 copies sent to international mail house.

A. Based on a mailing date to subscribers of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____
3. Date mail house will receive materials _____
4. Date international mail house will receive materials _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging and mail preparation - \$ _____
7. Shipping - \$ _____
8. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution and mail preparation - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

FY2009 Annual Report

The Annual Report provides an overview of SfN accomplishments, efforts and activities. The report includes information about SfN's annual meeting, *The Journal of Neuroscience*, membership, chapters, professional development, outreach, advocacy and finances, as well as features exploring the intersection of neuroscience with society. Imagery used in the report is scientific in nature, thus reflecting the importance of the work of the membership. Hard copies of the report are distributed at the Society's annual meeting and a PDF is available for the general public at www.sfn.org.

The following specifications represent a typical issue of *FY2009 Annual Report*

8.5" x 11" plus cover

Quantity: 3,500

Frequency: Once a year

Binding: perfect bind

Text stock: 80# Monadnock Astrolite

Cover stock: 80# Monadnock Astrolite

Colors: 4c and aqueous varnish on cover only

Distribution: 1,000 copies sent to SfN office via ground delivery as advance copies; remainder copies are stored at an offsite facility.

Number of pages: 54 pages text + 4 page cover. All bleed.

A. Based on a delivery date of October 1, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging - \$ _____
7. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

Brain Briefings

A series of single-page, double-sided newsletters explaining how basic neuroscience discoveries lead to clinical applications. Hard copies are mailed at a 5,500 rate to subscribers, using a provided mail list. 1,500 hard copies are delivered to the SfN office.

The following specifications represent a typical issue of *Brain Briefings*

Web printing

Trim size: 8.5" x 11"

Quantity: 7,000

Frequency: every two months

Binding: no

Text stock: 80# Monadnock Astrolite

Cover stock: 80# Monadnock Astrolite

Colors: 4c

Distribution: 1,500 flat copies sent to SfN office via ground delivery as advance copies; remainder copies are sent to subscribers, using a provided mail list tri-folded to #10;

800 copies sent to international mail house.

Number of pages: 1 page double-sided. No bleed.

A. Based on a mailing date to subscribers of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____
3. Date mail house will receive materials _____
4. Date international mail house will receive materials _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging and mail preparation - \$ _____
7. Shipping - \$ _____
8. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution and mail preparation - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

Brain Facts

Brain Facts is a 76-page primer on the brain and nervous system, published by SfN. Designed for a lay audience as an introduction to neuroscience, *Brain Facts* is also a valuable educational resource used by high school teachers and students. It is also available in a CD-ROM format.

The following specifications represent a typical issue of *Brain Facts*.

Trim size: 8.5" x 11"

Quantity: 10,000

Frequency: once a year

Binding: perfect bind

Text stock: 70# New Leaf Reincarnation matte. No bleed.

Cover stock: 80# New Leaf Reincarnation matte. Aqueous gloss varnish. All Bleed.

Colors: 4c

Distribution: 5,000 copies sent to SfN office via ground delivery as advance copies; remainder copies are stored at an offsite facility.

Number of pages: 76 pages plus cover. No bleed.

A. Based on a delivery date of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging - \$ _____
7. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

SfN Brochure

The Society for Neuroscience brochure offers a summary of the Society's vision, mission, and initiatives in the areas of scientific research, professional development, science advocacy, and public education. Created with the general public as the primary audience, each section is enhanced through the use large images that visually complement the text.

The following specifications represent a typical issue of *SfN Brochure*.

Digital printing

Folded Size: 4" x 9"

Flat Size: 8" x 9"

Quantity: 7,000

Frequency: once a year
Binding: Saddle Stitch
Stock: 78# Topkote Dull Cover. Scored. All bleed.
Colors: 4c
Distribution: All copies sent to SfN office via ground delivery as advance copies.

A. Based on a delivery date of October 1, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging - \$ _____
7. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

Research & Discoveries

The following specifications represent a typical issue of *Research & Discoveries*

Digital printing

Folded Size: 5" x 10" – 8 panel foldover

Flat Size: 19.75" x 10"

Quantity: 2,600

Frequency: every two months

Binding: no

Stock: 78# Topkote Dull Cover. Aqueous gloss varnish.

Colors: 4c

Distribution: All copies sent to SfN office via ground delivery as advance copies.

All bleed. Letterpress score

A. Based on a mailing date to subscribers of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____
3. Date mail house will receive materials _____
4. Date international mail house will receive materials _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging and mail preparation - \$ _____
7. Shipping - \$ _____
8. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution and mail preparation - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

SfN Stationery

Letterhead

Final Trim Size: 8.5" x 11"

Quantity: 10,000

Frequency: once a year

Number of Pages: 1

Stock: Monadnock Astrolite PC100

Ink: 2/0, PMS 5793 U & PMS 5115

Distribution: All copies sent to SfN office via ground delivery. All bleed.

Envelopes

Final Trim Size: 9" x 12"

Quantity: 10,000

Frequency: once a year

Number of Pages: 1

Stock: 70# Mohawk Opaque Smooth White Text

Ink: 2/0, PMS 5793 U & PMS 5115

Distribution: All copies sent to SfN office via ground delivery. All bleed.

Envelopes

Final Trim Size: 10" x 13"

Quantity: 10,000

Frequency: once a year

Number of Pages: 1

Stock: 70# Mohawk Opaque Smooth White Text

Ink: 2/0, PMS 5793 U & PMS 5115

Distribution: All copies sent to SfN office via ground delivery. All bleed.

Business Cards

Final Trim Size: 3.5" x 2.0"

Quantity: 500 of each, 15 cards total

Frequency: three times a year

Number of Pages: 1

Stock: Astrolite 80lb

Ink: 2/2: PMS5115U & 5793U. All bleed

Packaging: boxes for each set

Distribution: All copies sent to SfN office via ground delivery. All bleed.

A. Based on a delivery date of May 8, calculate the following:

1. Date all files must be received by printer. _____

2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____

2. Proof - \$ _____

4. Run and Ink - \$ _____

5. Paper - \$ _____

6. Binding - \$ _____

7. Labeling, packaging - \$ _____

8. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____

2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

ANNUAL MEETING PUBLICATIONS

The Society for Neuroscience (SfN) sponsors an Annual Meeting and Exposition that attracts more than 32,000 attendees each year. The conference offers five days of scientific programs, ranging from workshops to major lectures, exhibits, (including association exhibits), scientific posters, committee meetings, and social functions. The Society's Annual Meeting is considered the most important annual forum for the neuroscience research community.

Neuroscience 2009 Exhibitor Invitation

The Society's annual meeting is the largest of its kind and considered the arena for the presentation of new discoveries in neuroscience. The audience of the piece is exhibitors. The purpose of the 8-page Prospectus is to attract them to come and showcase their products.

Quantity: 3,500

Frequency: once a year

Cover

Size: 35.7501 " x 12 "

Roll folds to: 9 " x 12 "

Scoring: on roll fold

Body

Size: 9 " x 12 "

Pages: 8

Single sheet

Size: 9 in. x 12 in.

Pages: 1 - double-sided

Sheet to be placed loose in 10x13 envelope with Prospectus Invitation. SfN will provide envelopes.

Binding: saddle stitch inside pages to folder

Colors: 4c

Distribution: 100 copies sent to SfN office via ground delivery as advance copies; remainder copies mailed to subscribers, using provided mailing list; 250 copies sent to international mail house.

A. Based on a mailing date to subscribers of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____
3. Date mail house will receive materials _____
4. Date international mail house will receive materials _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging and mail preparation - \$ _____
7. Shipping - \$ _____
8. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution and mail preparation - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

Exhibit Guide

Web printing

Folded Size: 8.5" x 11"

Quantity: 30,000

Frequency: once a year

Binding: perfect bound

Text stock: 50 basis Somerset Gloss. All bleed.

Cover stock: 80 basis Sterling Ultra Gloss text weight. All bleed.

Colors: 4c

Distribution: 200 copies sent to SfN office via ground delivery as advance copies; remainder copies to be sent to McCormick Place Convention Center in Chicago, Ill.

A. Based on a delivery date of October 1, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging - \$ _____
7. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.

Annual Meeting Invitations

Invite 1

Trim size: 6.25 x 9

Folded Size: 6.25 x 4.5

Quantity: 300

Frequency: once a year

Stock: 80# Chorus Art Silk Cover

Colors: 4c; Aqueous Coating. All bleed.

ENVELOPE: A6 – 24# Classic Crest Bright White Recycled – Black (1/0), no bleed

Distribution: All copies to be sent to SfN office via ground delivery.

Invite 2

Trim size: 6 x 12; die cut, scored

Folded Size: 6 x 6

Quantity: 2,250

Frequency: once a year

Stock: 80# Chorus Art Silk Cover

Colors: 4c; double hit of black and Aqueous Coating (3/3), with bleeds

ENVELOPE: A6 – 24# Classic Crest Bright White Recycled – Black (1/0), no bleed

Distribution: All copies to be sent to SfN office via ground delivery.

Invite 3

Trim size: 13.625 x 6.25

Folded Size: 3.5 x 6.25

Average Press run: 500

Frequency: once a year

Stock: 80# Chorus Art Silk Cover

Colors: 4c; Aqueous Coating (5/5), with bleeds

ENVELOPE: A6 – 24# Classic Crest Bright White Recycled – Black (1/0), no bleed

Distribution: All copies to be sent to SfN office via ground delivery.

Invite 4 - Postcard

Trim size: 4 x 6

Quantity: 300

Frequency: once a year

Stock: 80# Chorus Art Silk Cover

Colors: 4c (4/4), with bleeds

Distribution: All copies to be sent to SfN office via ground delivery.

A. Based on a delivery date of May 8, calculate the following:

1. Date all files must be received by printer. _____
2. Date customer will receive advance copies. _____

B. Based on the specs provided above, please estimate pricing for each of the following:

1. Prepress - \$ _____
2. Proof - \$ _____
3. Run and Ink - \$ _____
4. Paper - \$ _____
5. Binding - \$ _____
6. Labeling, packaging - \$ _____
7. Other (provide description) - \$ _____

TOTAL invoice for prepress, printing, bindery, labeling, distribution - \$ _____

C. Please calculate the following:

1. Average cost per page \$ _____
2. Average cost per copy \$ _____

D. Will all steps in this job, whether provided in-house or through a subcontractor, be managed by the same customer service representative who will serve as the sole point of contact for the client?

Note: Please provide a sample invoice for this printing job.