



UNIVERSITY OF MASSACHUSETTS-AMHERST

Procurement Department
407 Goodell Bldg., 140 Hicks Way
Amherst, MA 01003-9334

voice: 413-545-0361 fax: 413-545-1643

email: procurement@admin.umass.edu Web Page: www.umass.edu/procurement

(THIS IS NOT AN ORDER)

REQUEST FOR BID # AA08-RH-2658

		RFB Opening Date & Time: February 20, 2008 @ 2:00 PM	
		Requested by: Leslie Heath Telephone: 413-545-2868 Department: Directory Office Date Prepared: 2/6/2008	
Quantity	Description	Unit Price	Total Price
	BIDS ARE REQUESTED TO PROVIDE THE PRODUCTION OF THE UNIVERSITY OF MASSACHUSETTS STUDENT TELEPHONE DIRECTORY PER THE ATTACHED SPECIFICATIONS FOR THE BID OPENING ON FEBRUARY 20, 2008 @ 2:00 P.M.		
Total Bid Price>>>>>>>>>			

PLEASE DIRECT ANY QUESTIONS REGARDING THIS RFB TO: ROSEMARY A. HASSAY @ 413-545-1094

IMPORTANT INFORMATION

- It is the bidder's responsibility to insure that their bid is received in its entirety by the University of Massachusetts, Procurement Department, 407 Goodell Building, 140 Hicks Way, Amherst, MA 01003-9334 by 2:00 PM on the bid opening date specified above. Bids received after the specified date/time or at a location other than what is listed in the RFB will be rejected and placed unopened in the bid file.
- Bids may be faxed provided that they are followed up by a hard copy with written signature within 5 days of the bid date. All faxed bids must be received by the Procurement fax by the date and time of the bid above.
- All prices are FOB Destination, delivery free of all charges to: University of Massachusetts Amherst at a location specified on a purchase order.
- Bidders must list their Taxpayer's Identification Number here: _____ - _____
- Bid may not be materially altered after the bids have been opened. Only the Director of Procurement can determine what a material alteration is.
- All prices must be submitted on a Net Basis. Unit price shall prevail in case of mathematical error.
- Bids on items that differ from specifications will be rejected at the discretion of the Director of Procurement. Proprietary names are quoted for informational purposes only and are not meant to limit competition. The right is reserved to accept the bid deemed best for the University.
- Exceptions to any terms and conditions contained herein or in the bid specifications, must be noted by bidder in bid. The Director of Procurement reserves the right to reject any bid that does not conform to the specifications.

Vendor Name: _____ Telephone: _____ Fax: _____

Name of Person Submitting Bid: _____ Authorized Signature: _____

Address: _____

R# 27803



**University of Massachusetts Amherst
Department of Procurement**

**Request for Bids:
Production of the University of Massachusetts
Student Telephone Directory**

**RFB# AA08-RH-2658
Bid Opening Date – February 20, 2008 @ 2:00 p.m.**

1. Bids are invited to produce the Student Telephone Directory for the University of Massachusetts Amherst per specifications noted below.

2. The bid period is as follows:

2008- 2009 edition, including 2009 Spring Semester Supplement *

2009 - 2010 edition, including 2010 Spring Semester Supplement *

2010 – 2011 edition, including 2011 Spring Semester Supplement *

* Spring Semester Supplement changes are confined to replacing Fall Semester "Student Listings" with Spring Semester listings; correcting substantive errors or omissions (as defined by the University) in the immediate previous edition, whether or not made by the University or the publisher; and adding "Spring Supplement" to the cover and spine.

3. The University reserves the right to award the bid for two years (four editions)

4. The decision as to who to award the bid, and the bid period, will be based, in part, on the following considerations and criteria (not prioritized):

a. Previous experience, if any, with prospective vendors.

b. References and reputation of prospective vendors, including experience other institutions or other vendors have had.

c. Ease of communications, accuracy of proofs, printing and delivery turn-around time and logistics.

d. "Revenue-sharing" offered by prospective vendors. (Note: the amount shall not be the sole determinant in making the award).

5. Sample directories must be submitted with bids.

6. For clarification, further information or questions about these bid specifications (excluding the award), contact:

Krislyn Lequin
University Advancement
Memorial Hall
University of Massachusetts
Amherst, MA 01003
(413) 545-9580
Klequin@admin.umass.edu

7. ALL questions concerning bidding policies and procedures, format, opening/closing dates, etc., **must** be directed via E-mail to:

Rosemary A. Hassay
University of Massachusetts
Procurement Office
Goodell Building
140 Hicks Way
Amherst, MA 01003
E-Mail: rhassay@admin.umass.edu

8. "Glossary":

- a. Breach of any provisions of these bid specifications by the successful bidder shall be sufficient cause for the University, at its option, to terminate the award and to cancel publication of ALL subsequent editions covered by this bid!
- b. "Directory" or "directories" refer to the Student Telephone Directory.
- c. "University" refers to the University of Massachusetts Amherst.
- d. "Ads" and "Advertisements" refer to display advertising including 1-3 line listings.
- e. A University liaison refers to the University of Massachusetts Amherst staff person responsible for this project.

PROSPECTIVE VENDORS, PLEASE NOTE:

Breach of ANY provisions of these bid specifications by the successful bidder shall be considered sufficient cause for the University, at its option, to terminate the award and to cancel publication of ALL subsequent editions covered by this bid!

A. GENERAL TERMS:

1. **Responsibilities of the vendor** include all provisions below, and including, but not limited to, setting a mutually-agreed on "production schedule"; proofing all copy whether provided by the University or vendor; graphics and pagination; and producing, printing, and delivering directories in specified quantities, by specified deadlines.
2. **All University-provided copy including "introductory pages" and student and faculty listings is the property of the University**, and may not be used for commercial purposes including, but not limited to, distribution by electronic means, sale, or otherwise to commercial vendors. University-provided camera-ready negatives, photo slides, and computer-generated data are the property of, and must be returned to, the University.
3. **Any and all costs required** to produce, print, and deliver the directories, must be borne and absorbed by the vendor. It may not be sold and no costs shall accrue to the University or the Commonwealth of Massachusetts.
4. **Bids which provide for "revenue sharing"** with the University will be favored.
5. **The vendor may sell display advertising.** See Section B.
6. **The vendor may subcontract** but remains responsible for complying with ALL terms in this "Request for Bids" including, but not limited to, solicitation and proofing of acceptable ads, printing, binding, and delivery.
7. **University-provided copy** - see also Section C:

Introductory pages: 48+/- pages, approximately 80% camera-ready
Student Listings: 138+/- pages, via FTP*
Faculty Listings: 10+/- pages, via FTP*
8. **Quantity:** Fall Semester - 15,000; Spring Semester - 4,500.
9. **Size:** 8 3/8" X 10 7/8" or nearest standard thereto.
10. **Stock:** Cover - 65# cover weight or comparable stock; Other - Recyclable newsprint or comparable stock. Quantity of "post-consumer waste used" shall be indicated in print.
11. **Color:** Black ink for all University provided copy.
12. **Delivery Schedule (Fall and Spring Semesters)** - see also Section D:

Not later than three (3) weeks after "Student Listings" are sent via FTP.
13. Breach of any provisions of these bid specifications - above or following - by the successful bidder shall be sufficient causes for the University, at its option, to terminate the award and to cancel publication of ALL subsequent editions covered by this bid.

B. ADVERTISEMENTS:

Yellow pages-type listings, display advertisements, inserts, and/or dividers may be included in the directory in accordance with the following provisions:

1. Vendor shall be required to submit a copy of the ad contract and rate schedule to the University's liaison for this project **prior** to solicitation and sale of ads.
2. Ads must be consolidated in a section that is separate and apart from all University provided copy with the exception that "banner advertisements" shall be permitted at the bottom of the "Student Listings" pages only; such ads restricted to 3/4" height; ads may also be placed at the inside front cover, inside back cover, and back cover.
3. Ad copy must be submitted prior to publication to the University's liaison, which reserves the right on behalf of the University to review, approve, and reject any ads.
4. In addition to the University's approval, vendor shall also be responsible for obtaining advertisers' approval of ads prior to publication, and for proofing and layout of ads.
5. **Prohibited ads: The following ads may not be solicited and published:**
 - a. ads that specifically promote alcoholic beverages (e.g., package stores) and such events as alcohol-related "happy hours", "254 drafts on Fridays", etc;
 - b. tobacco products (including, but not limited to, cigarettes, cigars, chewing tobacco, pipe tobacco, snuff);
 - c. non-prescribed drug paraphernalia;
 - d. "personals" (including, but not limited to, computer dating services);
 - e. adult entertainment/revues (including, but not limited to, services and establishments providing or sponsoring such activities);
 - f. illegal products and/or services;
 - g. term paper outlets.
6. The vendor shall be required to monitor and enforce compliance of these provisions irrespective of any independent action or notice by the University - e.g., such as may occur in the University's review of page proofs.
7. The vendor shall be required to print the following statement on the "Contents" page and in a point size at least as large as other type on the page:

"This directory is produced by a private contractor pursuant to a competitive bid. The University of Massachusetts can not and does not endorse or accept any responsibility for the quality of the services and products advertised or the vendors who sell them. No one soliciting and selling advertisements for this directory, nor the printer of this directory, is an agent or employee of the University."

C. COPY:

1. University provided "introductory pages" and faculty listings will be sent to the vendor in the summer as per a mutually agreed on "production schedule".

2. Student listings for the Fall Semester will be sent to the vendor approximately mid-September; for the Spring Supplement, approximately mid-February.

3. University-provided copy:

a. Cover picture/slide(s)

b. 48+/- "Introductory pages", approximately 80% camera-ready

c. 138 +/- Fall Semester Student Listings @ pages; 133+/- Spring Supplement "Student Listings" *

1) Copy will be transmitted via computer tape, FTP, PC diskette, or other mutually agreed on means.

2) Listings will include campus or local address and telephone number.

3) Maximum of three columns per page (53-60 names per column) - point Size/point space = 6/7.5. *

4) The number of listings is enrollment-related, and will vary during the bid period although probably by not more than 5 pages (+/-).

d. 10+/- pages "Faculty Listings" (no changes made in Spring Supplement). *

1) Copy will be transmitted via computer tape, FTP, PC diskette, or other mutually agreed on means.

2) Listings will include campus address and campus telephone number.

3) Maximum of three columns per page (53-60 names per column) - point Size/point space = 6/7.5.

4. Formatting/Graphics/Typesetting

a. Pagination, graphics, major and minor page and section heads, etc. is the responsibility of the vendor, and subject to University approval.

b. Insofar as possible, fonts and point size should be consistent throughout.

5. Proof-reading/copy review

The University will proof copy. Page proofs must be submitted to the University for review/approval sufficiently in time prior to publication to meet delivery schedules.

D-1. DELIVERY SPECIFICATIONS (general):

1. Delivery to the campus shall be not later than three (3) weeks after all University-provided copy has been forwarded - i.e., introductory pages, Student Listings, and Faculty Listings.
2. If the vendor anticipates and/or encounters any situation that may or will delay delivery, **immediate** notice must be transmitted by telephone or E-mail to the University's liaison.

If such notice is not given and/or delivery is not made in accordance with the specification noted in #1 above, or as stipulated below, the remaining editions covered under this bid may be canceled and this bid award terminated.

3. In the event of a delay, the publisher may be directed to place an ad or ads, in "The Massachusetts Daily Collegian", at the vendor's expense.
4. Not later than 48 hours prior to delivery date/time and on departure on day of delivery, the University's liaison shall be notified of pending delivery.
5. Packaging:
 - a. Cartons, shrink-wrapped, on pallets.
 - b. Cartons labeled to indicate quantity and destination - see below.
 - c. Pallets labeled to indicate quantity and destination - see below.

- d. Cartons and pallets color-coded labeled indicating destination - see below.

D-2. DELIVERY SPECIFICATIONS (specific - by semester):

1. Fall Semester (15,000): FOB to "Campus Distribution Services, Physical Plant, University of Massachusetts, Amherst, MA 01003," apportioned as follows (subtotals subject to change, but not total):

- a. 6,400 copies labeled "Housing"
- b. 400 copies labeled "Family Housing"
- c. 2,800 copies labeled "Campus Center/Commuters"
- d. 4,800 copies labeled "Address Management"
- e. 600 copies labeled "Leslie Heath/Memorial Hall"

2. Spring Semester Supplement (4,500): FOB to "Campus Distribution Services, Physical Plant, University of Massachusetts, Amherst, MA 01003," apportioned as follows:

- a. 4,000 copies labeled "Campus Center Receiving"
- b. 500 copies labeled "Leslie Heath/Memorial Hall"

E. PROMOTION/PUBLICITY:

1. Any “publicity” to any media source referencing the “University of Massachusetts Amherst Student Telephone Directory” shall be coordinated with, and approved prior to release, by the University’s liaison.
2. This provision includes material(s) used to solicit ads insofar as such material(s) may reference the University and the directory.

F. CONTRACT:

1. The award shall not become final until any contract prepared by the vendor is submitted to, and approved by, the University.
2. **These bid specifications shall become part of any contract and shall take precedence.**

G. REVENUE-SHARING:

In this section, prospective vendors should indicate their proposed revenue-sharing offer for the privilege of producing the directory. Bids declaring any cost to the University, the Commonwealth of Massachusetts, or any other associated entity will not be considered.

Semester editions, per year: \$ Revenue-sharing, Fall

NOTES (optional):