



# UNIVERSITY OF MASSACHUSETTS-AMHERST

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

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(THIS IS NOT AN ORDER)

## REQUEST FOR BID # AA10-RH-3394

		RFB Opening Date & Time: <b>July 9, 2009 @ 1:00 PM</b>	
		Requested by: Rita Campbell Department: Creative Services Phone: 413-545-0123 Date Prepared: 6/25/2009	
	Description	Unit Price	Total Price
	<b>BIDS ARE REQUESTED FOR THE PRINTING OF THE UNDERGRADUATE ADMISSIONS VIEW BOOK 2009 / 2010 – THREE (3) BOOK SERIES PER THE ATTACHED SPECIFICATIONS FOR THE BID OPENING ON JULY 9, 2009 @ 1:00 P.M.</b>		
	<b>50,000 Copies of each: Lot A, Lot B and Lot C</b>		
	<b>75,000 Copies of each: Lot A, Lot B and Lot C</b>		
	<b>100,000 Copies of each: Lot A, Lot B and Lot C</b>		

PLEASE DIRECT ANY QUESTIONS REGARDING THIS RFB TO: ROSEMARY A. HASSAY @ [procurement@admin.umass.edu](mailto:procurement@admin.umass.edu)

### 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 1:00 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. **No electronic bids will be accepted.**
- 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: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Name of Person Submitting Bid: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_



**University of Massachusetts Amherst  
Department of Procurement  
Request for Bids:**

**Printing of the Undergraduate Admissions  
View Book 2009/2010 – Three (3) Book Series  
per the attached specifications**

**RFB# AA10-RH-3394**

**Bid Opening Date – July 9, 2009 @ 1:00 p.m.**

**INVITATION**

The Department of Communications & Marketing at University of Massachusetts Amherst, hereafter referred to as the University, requests bids on the printing of the Undergraduate Admissions Three (3) Book Series. This is an EXACT REPRINT of the Viewbook series. These are critical documents used by the University to recruit new students and as such must be of the highest quality possible. Because of this any vendors bidding on this project must be able to meet all the criteria listed in this RFB. A press check will be required and travel beyond a 120-mile radius of Amherst will be at the vendor's expense.

**BID EVALUATION CRITERIA**

The following factors will be used by the University in the evaluation and selection of the vendor, ranked in order of importance:

1. Vendor's ability to meet the qualifications and match criteria listed in this RFB
2. Cost to the University
3. Vendor's ability to meet the University's delivery schedule
4. Vendor's samples of similar product
5. Vendor's references – including past work for the University

A complete set of criteria is sealed and placed in the RFB folder for future use in case of any bid protests. The committee will read the bids and score them based on values assigned to each criterion. The points assigned to each criterion are not made public until after the bid is awarded to preserve the integrity of the bid process. Please note that some criteria may be assigned values equal to other criteria.

**SPECIFICATIONS**

The Undergraduate Viewbook is a three (3) book series that will be ordered, produced and delivered at the same time.

The three lots, i.e., Lot A, Lot B and Lot C, will each contain 50K, 75K or 100K pieces.  
The three lots will be purchased in identical quantities.

Each book will be produced according to the following specifications:

- PAGE SIZE:** Booklet: 7.5" x 10.5" finished  
Cover: 29.75" x 10.5 flat; 7.5" x 10.5" finished
- NO. OF PAGES:** 12-plus-8-panel double-gatefold cover
- QUANTITY:** Please quote on three (3) lots each of: 50,000; 75,000; 100,000.  
*No unders; 5% maximum overs.*
- STOCK:** Cover: 100# Finch Fine Cover, Bright White, Antique Finish  
Text: 80# Finch Fine Text, Bright White, Antique Finish  
*No substitutions on stock.*

**INK:** 8/8 (4/C process + 3 PMS inks + Satin Aqueous). All three books will use the same colors. *No substitutions of materials or process.*

**BLEEDS:** Full, covers only.

**BINDERY:** Letterpress score cover, fold (cover is a double gatefold), stitch, trim, bulk pack in cartons

**ARTWORK:** Documents will be delivered as Adobe InDesign CS3 files.  
All artwork will remain the property of the University of Massachusetts Amherst.

**PREPARATION:** Process & trap files, 2 rounds loose color (includes one full round of color correction), 1 full Large Format Inkjet (LFI), 1 full Kodak Color Approval proof.

It will be the responsibility of the printer to produce accurate color proofs at no additional charge to the University no matter how many proofs and color correction comments are required to achieve a level of quality which is satisfactory to the University.

If the University requests any photo retouching (for instance, if the University asks to remove a logo from an image), this work must be quoted and approved before the printer moves forward with the request. Work done without the written permission of the University will not be paid for.

**DELIVERY:** All delivery and handling costs are to be included in bid.

Delivery will be made to:

University of Massachusetts Amherst  
Attention: Jim DeRoy, Supervisor  
Physical Plant Receiving Dock  
360 Campus Center Way  
Amherst, MA 01003  
Phone: 413-545-3313  
E-Mail: [deroy@admin.umass.edu](mailto:deroy@admin.umass.edu)

Please contact Jim DeRoy a minimum of 24-hours in advance providing the total number of skids shipped. Loading docks are 32 to 48 inches high. Lift truck is available as needed.

***Date:*** The full quantity of books must be delivered no later than 30 calendar days after receipt of the files. By submitting a bid vendor agrees that this delivery date will be met.

## **OTHER REQUIREMENTS**

- Provide a plant tour if the University requests a tour.
- As part of the evaluation criteria, vendor must submit at least two samples of work which incorporate the above specifications as well as references and contact information for pieces submitted. The printed pieces must be on an uncoated stock with an aqueous coating or they will not qualify as samples. Please clearly mark the name of your company on the front of each sample.
- **One** paper dummy of the books showing cover folds as specified in this RFB. Please clearly mark the name of your company on the front of the paper dummy.
- Must have Kodak Color or comparable proofing system.
- Must be able to guarantee accurate color by matching proofs to press sheets with color management specifications such as GRACoL 2007.

- Must be able to print an overall aqueous coating on uncoated stock.
- Scoring must be a letterpress score to maintain the highest quality product.
- All binding and finishing must be done in house to insure quality can be controlled to insure the University's requirements are met.
- On press time cannot exceed three (3) business days, allowing for UMass Amherst to be on press as needed.
- In order to insure quality, except for shipping, **no** part of this job may be brokered out to another vendor.

## **MISCELLANEOUS**

Vendor shall submit with the bid a detailed history of the company as well as a list of at least three past or present clients with similar requirements; the list should include each company's name, address, and telephone number as well as a contact person and his or her e-mail address. By submitting this information, the vendor authorizes the University to contact these or other clients for purposes consistent with the review and analysis of the bid results. Please also note previous work done with the University.

Any additional charges must be so noted and returned with this bid; otherwise no other costs will be considered or allowed.

Vendors are responsible for the accuracy and completeness of their bid responses. The University will not increase the purchase order to the successful vendor for omissions or oversights not due to the fault of the University or its agents. All changes must be approved in writing.

## **BID EVALUATION**

The bid will be evaluated based on a point system. The award will be made to the Vendor who, in the opinion of the Selection Committee, offers the best overall package.

A review committee comprised of staff and faculty has been appointed to review and evaluate bids based on predetermined, weighted criteria. A complete set of criteria is sealed and placed in the RFB folder for future use in case of any bid protests. The committee will read the bids and score them based on values assigned to each criterion. The points assigned to each criterion are not made public until after the bid is awarded to preserve the integrity of the bid process.

The evaluation will include, but will not necessarily be limited to, the following (in rank order of importance to the University):

- Ability to meet qualifications as specified
- Cost to the University
- Ability to meet delivery schedule
- Samples of similar products as specified
- References

Each bidder is solely responsible for the accuracy and completeness of its bid. Errors or omissions may be grounds for rejection, or may be interpreted in favor of the University. The University will not increase the purchase order to the successful vendor for omissions or oversights not due to the fault of the University or its agents. All changes must be approved in writing.

All responses to this bid shall be made on the Bid Response Sheet or an exact facsimile thereof. Responses on a form which significantly deviates from the stated response parameters will not be reviewed and may be grounds for disqualification at the University's sole discretion.

The successful bidder will be required to provide original signed W-9 form to the University if they are not already a recognized University vendor. A copy of this form can be accessed at: [www.umass.edu/procurement](http://www.umass.edu/procurement) - Click on "Forms" – Click on "University of Massachusetts Substitute W-9 Form".

Bidders shall deliver their bid response to the following address by **Thursday, July 9 2009 at 1:00pm, at which time the bids will be opened and publicly read.** Bids shall be clearly marked and addressed to:

**University of Massachusetts  
Procurement Department  
407 Goodell Bldg. ~ 140 Hicks Way  
Amherst, MA 01003  
Fax 413-545-1643**

***Attention: RFB AA10-RH-3394***

It is the sole responsibility of the bidder to insure that its bid is delivered to the Procurement Department in its entirety by the due date and time. Late bids will not be considered, and will be placed, unopened, in the bid file. Faxed bids will be accepted, provided the original is received within 5 working days after bid deadline submission date.

All questions from prospective vendors regarding this Request for Bid shall be referred to the Purchasing Manager in the Procurement Department by email or fax only, by Wednesday, July 1, 2009 at 2:00 PM. No telephone calls will be entertained. Inquiries received after the specified date and time will not be accepted. The University will E-Mail its response to all questions to all bidders of record by formal addendum by Thursday, July 2, 2009. The contact information for this individual is:

**University of Massachusetts Amherst  
Rosemary A. Hassay, Purchasing Manager  
Fax: (413) 545-1643  
Email: [procurement@admin.umass.edu](mailto:procurement@admin.umass.edu)**

The University will extend the due date by written addendum if such information significantly amends this request for bid or makes compliance with the original proposed due date impractical.



University of Massachusetts Amherst

Printing of the Undergraduate Admissions
View Book 2009/2010 - Three (3) Book Series

BID RESPONSE SHEET

RFB# AA10-RH-3394

Bid Opening Date - July 9, 2009 @ 1:00 p.m.

IMPORTANT: FILL IN YOUR BID RESPONSE ON THIS FORM.

Pricing:

50,000 - \$ \_\_\_\_\_ 75,000 - \$ \_\_\_\_\_ 100,000 - \$ \_\_\_\_\_

OTHER REQUIREMENTS/CHECKLIST

Please provide the following information:

Type and size of press, including coater and number of units: \_\_\_\_\_

Proofing system(s): \_\_\_\_\_

Can print an overall aqueous coating on uncoated stock: Yes \_\_\_\_\_ No \_\_\_\_\_

Color Management System: \_\_\_\_\_

G7 Master Certification: Yes \_\_\_\_\_ No \_\_\_\_\_

Paper dummy submitted with bid response: Yes \_\_\_\_\_ No \_\_\_\_\_

Samples with references and contact phone numbers submitted with bid response: Yes \_\_\_\_\_ No \_\_\_\_\_

Letterpress: Yes \_\_\_\_\_ No \_\_\_\_\_

In-house bindery: Yes \_\_\_\_\_ No \_\_\_\_\_

Ability to deliver job as specified: Yes \_\_\_\_\_ No \_\_\_\_\_

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Name of Person Submitting Bid: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_