

The Nebraska Alumni Association
Nebraska Magazine Publication
Request for Proposals
January 23, 2017

I. Purpose

The Nebraska University Alumni Association (NAA) is requesting proposals to serve as the exclusive printer of Nebraska Magazine for a defined period of time.

The purpose of this Request for Proposal (RFP) is:

- a. To formally publish the current specifications and objectives of the NAA for printing, production and mailing of Nebraska Magazine;
- b. To establish a timeline for the bid evaluation and program implementation for bidders;
- c. To provide history and background and other pertinent information for bidders;
- d. To describe certain basic kinds of information NAA wishes to receive from bidders;
- e. To provide an opportunity for bidders to demonstrate their specific value, skills, expertise, products and methods; and
- f. To determine total cost of various options to print and distribute Nebraska Magazine.

II. Current Specifications for Nebraska Magazine

- a. NUMBER OF ISSUES PER YEAR: Four full issues
 - i. Mailed on or about March 1, June 1, Sept. 1, Dec. 1.
- b. QUANTITY:
 - i. Three issues per year of approximately 22,000 mailed
 - ii. One issue per year of approximately 160,000 mailed
 - iii. Additional copies of each issue are produced (quantities based on the issue) and delivered to the NAA offices
- c. PAGE SIZE: 8 3/8 x 10 7/8, bleeds
- d. PAGE COUNT: 64 pages per regular issue
 - i. Magazine is a self cover
- e. INK: 5/4
 - i. Process plus spot varnish on outside front and back cover
 - ii. Knock-out varnish on mail panel
 - iii. Balance of pages 4-color process.
- f. STOCK: 70# #3 gloss book
- g. COMPOSITION: Files uploaded to printer's ftp site
- h. PROOFS: Printer to supply proofs
- i. FOLDING/BINDING: saddle stitch
- j. MAILING: Printer must provide mailing preparation services and delivery to the post office.
 - i. Includes stuffing, metering and mailing about 150 copies to international addresses.
 - ii. Mailing list is provided by the Nebraska Alumni Association in an Excel document.

III. History and Background

Nebraska Magazine has been published in various formats and under various titles since 1905. Today, the 64-page, full-color quarterly publication is mailed to dues –paying members of the Nebraska Alumni Association three times a year and all alumni and friends of UNL once per year. As a key benefit of membership, it is popular with alumni and keeps them connected to and engaged with the university, the alumni association and each other through compelling content. A sample magazine is available upon request.

IV. Bid and Presentation Structure

As bids are composed, please be sure to answer all the sections and criteria below and submit the best offer possible – the NAA at the present time plans to name finalists and may provide a forum to make a formal in-person presentation. To keep the process equal and unbiased, further refinement of bids may or may not be permitted as a result of such meetings. Therefore, be sure to submit your best response. We encourage bidders to ask in-depth questions at any point in the process until they are comfortable that they have secured all the materials needed to submit such bids. The NAA reserves the rights to forego the presentation process and name a finalist and alternate based solely on the bids received.

Feel free to submit bids in any format of your preference, such that all the areas below are covered in depth. The NAA will keep all information submitted in bids confidential to staff, officers, directors and consultants directly involved in the decision process for evaluating proposals for this program.

V. INFORMATION TO BE INCLUDED IN PROPOSALS

a. General Capabilities and Proficiencies

- i. Please summarize the type and nature of equipment you would use to produce a publication of this sort. Include any expertise, experience or process that may set you apart from other future printers.
- ii. Summarize or review any other unique or specialized equipment that may assist in producing a higher quality product or an increase in service to the NAA communications and editorial staff.

b. Corporate History and Background, please include information on:

- i. Ownership and history;
 1. company name/Parent company (if any);
 2. Type of business entity;
 3. Main address, phone, website, e-mail;
 4. Ownership;
 5. Year founded;
 6. Years of company experience with printing a publication of this nature;
and
 7. Subsidiaries/Other businesses and products.
- ii. Reference Information;

1. Experience in magazine publishing for not-for-profits or educational institutions
2. Names, titles and phone numbers for at least three references that produce similar publications;
- iii. Number of employees/organizational structure;
 1. Relevant organizational chart (limit to those that would interact with NAA);
 2. Number of employees in company;
- iv. Financial data (will be held confidential);
 1. Information that displays financial stability for the duration of the agreement such as:
 - a. Annual revenues last FY for total company;
 - b. Your last annual report; and/or
 - c. Other evidence of financial soundness of your company.
- v. Indicate any aspect of publishing and distribution that would be handled outside of your company (provide names of any third party involved).

c. Data Handling

- i. Name any third party data manager that you work with;
- ii. Describe the process that company has in place to manage secure data;
- iii. Describe how they ensure the security and integrity of the data.

d. Customer Service and Administration

- i. Describe who has ongoing and permanent responsibility for communications and accountability to the NAA – include the length of their tenure at your company and in the print industry;

e. Proposed Terms

- i. Please define your preference for the length of the agreement; and
- ii. Offer acceptable alternative lengths and define any other terms of the bid that would change if your preferred term is shorter or longer.
- iii. The NAA is seeking a three-year contract, but is open to other terms

VI. Production Timelines

Please layout a sample production timeline for submission of files, proofing, corrections production, mailing, arrival, etc. Please use the September 1 delivery date as a sample to define target deadlines for each step.

VII. Postage

The NAA currently uses the periodical postage classification to send all issues of Nebraska Magazine. Please define your process for billing of postage and any specific expertise you have in mass-mailing work with the USPS that may differentiate your firm.

VIII. Grouping of Bids and Cost to the Association

PLEASE READ CAREFULLY

We will ask bidders to submit bids as follows based on the specs given in Section 2 above with the following variations, knowing total magazines printed per contract year shall be approximately 226,000:

- i. Bid Set #1:
 1. 64 pages (self cover)
 2. Additional copies in increments of 1,000
- ii. Bid Set #2:
 1. 72 pages (self cover)
 2. Additional copies in increments of 1,000
- iii. Bid Set #3:
 1. Please quote cost of additional copies, in increments of 1,000 to be shipped/delivered to the NAA offices (zipcode 68508).
- iv. Bid Set #4 – Peripheral services and options
 1. Polybagging up to 5 inserts (provided by NAA) with a single issue
 2. Cost to stitch in an externally provided piece
 3. Cost to blow in an externally provided piece
 4. Cost options of a full additional cover wrap (define your specs)
 5. Cost options of a belly band wrap (define your specs)
 6. Cost option for perfect binding as opposed to saddle stitch
 7. Cost option for alternative cover options such as emboss, foil, matte, spot gloss or other unique cover ideas
 8. One issue a year, the NAA produces a 32 page calendar to be polybagged with the December issue. Current specs are:
 - a. 4/4 color
 - b. Self-cover
 - c. Glossy 65# stock
 - d. 24,000 quantity
- v. Bid Set #5 – Alternative specifications. The NAA provided the current specifications for Nebraska Magazine in Section II. Please note that the NAA is not committed to these specifications. We understand that some printers may have slightly different specification in terms of paper weight, page size or process that could provide a dramatically reduced cost for the NAA. Please provide an alternate bid based on any alterations to the size, paper type, process and/or other specifications previously given.

If such a breakdown cannot be made and the bids cannot be separated, please note as such.

In addition to the bids, please also include 3-5 samples of similar publications your firm has produced.

IX. Proposed Process and Timelines

Proposed timeline is tentative. Only the proposal due dates and the program commencement date shall be hard and fast.

- a. Proposals due date – received by NAA **(3/15/17)**;
- b. Finalists named and tentative presentation dates scheduled **(3/20/17)**;
- c. Finalists and alternate named, contract negotiations commence **(3/29/17)**;
- d. Completion of negotiations, NAA board approval and begin legal counsel review of final draft contract **(4/15/17)**;
- e. Execute final contract **(5/1/17)**;
- f. Publication date of first issue **(9/1/17)**

INQUIRY AND SUBMISSION INFORMATION ON FINAL PAGE

CLARIFICATIONS AND QUESTIONS ON BIDDING

Do not contact anyone at the NAA with preliminary questions and clarifications except:

Andrew Washburn
Associate Executive Director of Operations
Nebraska Alumni Association
Wick Alumni Center
1520 R Street
Lincoln, NE 68508

awashburn@huskeralum.org

BID RESPONSE SUBMISSION INFORMATION

Submit three copies via mail or e-mail to:

Andrew Washburn
Associate Executive Director of Operations
Nebraska Alumni Association
Wick Alumni Center
1520 R Street
Lincoln, NE 68508

awashburn@huskeralum.org

PROPOSAL RESPONSE DUE: 3/15/17

PUBLICATION OF FIRST ISSUE: 9/1/17