



State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

# Request for Quotation

RFO NUMBER

CHP12007

PAGE

1

ADDRESS CORRESPONDENCE TO ATTENTION OF

KRISTA FERRELL  
304-558-2596

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DIGITAL MARKETING SERVICES

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WEST VIRGINIA CHILDRENS HEALTH  
INSURANCE PROGRAM  
SUITE 101  
2 HALE STREET  
CHARLESTON, WV  
25301 304-558-2741

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
04/04/2012				

BID OPENING DATE: 04/26/2012 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	EA		966-50		
PRINTING AND BULK MAILING OF VARIOUS ITEMS						
REQUEST FOR QUOTATION (RFQ) OPEN END CONTRACT						
THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA CHILDREN'S HEALTH INSURANCE PROGRAM (WVCHIP), IS SOLICITING BIDS TO PROVIDE THE AGENCY WITH PRINTING AND BULK MAILING SERVICES FOR VARIOUS RELATED PROGRAM ITEMS PER THE ATTACHED SPECIFICATIONS.						
TECHNICAL QUESTIONS CONCERNING THIS SOLICITATION MUST BE SUBMITTED IN WRITING TO KRISTA FERRELL IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA FAX AT 304-558-4115 OR VIA EMAIL AT KRISTA.S.FERRELL@WV.GOV.						
DEADLINE FOR ALL TECHNICAL QUESTIONS IS 04/18/2012 AT THE CLOSE OF BUSINESS.						
ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL WRITTEN ADDENDUM TO BE ISSUED AFTER THE DEADLINE HAS LAPSED.						
VERBAL COMMUNICATION: ANY VERBAL COMMUNICATION BETWEEN THE VENDOR AND ANY STATE PERSONNEL IS NOT BINDING, INCLUDING THAT MADE AT THE MANDATORY PRE-BID MEETING.						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

RECEIVED  
2012 APR 26 AM 10:28  
WV PURCHASING  
DIVISION



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<p>EXHIBIT 3</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN</p> <p>SEE REVERSE SIDE FOR TERMS AND CONDITIONS</p>						
SIGNATURE				TELEPHONE		DATE
TITLE		FEIN		ADDRESS CHANGES TO BE NOTED ABOVE		

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<p>CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.</p> <p>REV. 05/26/2009</p> <p>PURCHASING CARD ACCEPTANCE: THE STATE OF WEST VIRGINIA CURRENTLY UTILIZES A VISA PURCHASING CARD PROGRAM WHICH IS ISSUED THROUGH A BANK. THE SUCCESSFUL VENDOR</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 601-750-3347	DATE April 25, 2012
TITLE Business Development Director	FEIN 71-0999426	ADDRESS CHANGES TO BE NOTED ABOVE

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MUST ACCEPT THE STATE OF WEST VIRGINIA VISA PURCHASING CARD FOR PAYMENT OF ALL ORDERS PLACED BY ANY STATE AGENCY AS A CONDITION OF AWARD.						
ANY INDIVIDUAL SIGNING THIS BID IS CERTIFYING THAT: (1) HE OR SHE IS AUTHORIZED BY THE BIDDER TO EXECUTE THE BID OR ANY DOCUMENTS RELATED THERETO ON BEHALF OF THE BIDDER, (2) THAT HE OR SHE IS AUTHORIZED TO BIND THE BIDDER IN A CONTRACTUAL RELATIONSHIP, AND (3) THAT THE BIDDER HAS PROPERLY REGISTERED WITH ANY STATE AGENCIES THAT MAY REQUIRE REGISTRATION.						
NOTICE						
A SIGNED BID MUST BE SUBMITTED TO:						
DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130						
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:						
SEALED BID						
BUYER: KRISTA FERRELL-FILE 21						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
<i>[Signature]</i>	601-750-3347	Apr 1 25, 2012
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
BDD	71-099426	

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RFQ. NO.: CHP12007						
BID OPENING DATE: 04/26/2012						
BID OPENING TIME: 1:30 PM						
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:						
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CONTACT PERSON (PLEASE PRINT CLEARLY):						
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***** THIS IS THE END OF RFQ CHP12007 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

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**RFQ# CHP12007**  
**Request for Quotations**  
**Specifications**

**Purpose:**

To establish an open end contract to provide printing and associated bulk mailing services to the West Virginia Children's Health Insurance Program (WV CHIP).

**1.0 DEFINITIONS**

- A. The "Agency" shall be defined as the WV CHIP.
- B. The "Vendor" shall be defined as the successful bidder.
- C. The "Contract" shall be defined as the binding agreement that is entered into between the State of West Virginia and the Vendor to provide the services as herein specified.
- D. "Release Order" shall be defined as order placed against the Contract by the Agency.
- E. Mandatory Requirements: The terms "must", "will", "shall", "minimum", "maximum", or "is/are required" identify a mandatory item or factor. Decisions regarding compliance with any mandatory requirements shall be at the sole discretion of the State.

**2.0 SCOPE OF WORK**

The successful Vendor shall provide to WV CHIP office (2 Hale St., Charleston, WV) a finished hard copy proof of all the items listed on the cost sheet for agency approval. All proofs must be approved by the Agency before any orders are place.

**2.1 Technical Requirements:**

2.1.1 Summary Plan Descriptions (SPD's) – this is an 80 – 90 page booklet that is printed once a year. These have a cover 4/4 full color and inside pages 2/2 color. These are printed on 50# paper with offset printed on both sides. These should be saddle stitched with tabs per USPS regulations. Pages above 90 will be paid an additional fee, based on a 4 page fee.

2.1.2 Miscellaneous Booklet – this is an 8 page booklet that is printed as needed by the Agency. These have a cover 4/4 full color and inside pages 2/2 color. These are printed on 50# paper with offset printed on both sides. These should be saddle stitched with tabs per USPS regulations. Pages above 8 will be paid an additional fee, based on a 4 page fee.

2.1.3 WV CHIP Poster – this is a one-sided 11" X 14" size poster. This is printed on 80# Altima Gloss Cover. This item must be packed in cartons only.

2.1.4 WV CHIP various flyers – this is 9 various flyers that will be printed on an as needed basis. Examples of each flyer will be provided to the Vendor.

## **2.2 Freight/Shipping**

All items will be shipped to either Jackson County Development Center (270 Jack Burlingame Dr, Millwood, WV) or WV Chip Office (2 Hale St., Charleston, WV). A separate cost shall be established for both locations.

## **2.3 Delivery**

2.3.1 Deliveries shall be made to one of two locations. Jackson County Development Center at 270 Jack Burlingame Drive, Millwood, WV and WV CHIP office at 2 Hale Street, Charleston, WV.

2.3.2 SPD's will be mailed to all WV CHIP members throughout the State. The Vendor will be provided with a member listing for this mailing. The Vendor will use the Agency's bulk mail permit to mail these SPD's.

2.3.3 Release Orders shall be delivered in a maximum of 10 working days from receipt by the Vendor.

## **3.0 MINIMUM QUALIFICATIONS**

3.1 The Vendor must meet the following specifications:

3.1.1 Show examples of 3 printing projects of similar size and scope.

3.1.2 Possess the equipment and staffing capable of producing the documents as described above and processing the bulk mailings of these documents. This will be demonstrated by the examples mentioned in 3.1.1 above.

## **4.0 ORDERING AND INVOICING**

### **4.1 Release Orders**

4.1.1 For all orders, the Agency will issue to the Vendor a WV-39 Release Order. Issuance of the Release Order shall contain the type of merchandise to be purchased and shall serve as the authorization to begin work. No work other than that specified in the Release Order shall be undertaken by the Vendor.

### **4.2 Payment**

4.2.1 The State of West Virginia currently utilizes a VISA purchasing card program which is issued through a local bank. The Vendor must accept the State of West Virginia purchasing card for payment of all orders placed against this Contract.

4.2.2 All invoices must be submitted to WV CHIP office at 2 Hale Street, Charleston, WV for items ordered from this Contract.

## 5.0 COST

### 5.1 Cost Sheet

5.1.1 The Vendor shall submit the attached cost sheet with all applicable costs associated with this Contract.

## 6.0 AWARD

6.1 Award shall be made to the lowest bidder meeting all the specified qualifications. This is a single award Contract.



# CHP12007 Cost Sheet

Product Description	Unit (each) Cost	Estimated Quantity	Cost
Item #1: Summary Plan Descriptions (SPD) <i>Quote based on 80 pages</i>	<del>6.38</del> 3.38	<del>30,000</del> 30,000	<del>1,914.00</del> 101,400
additional 4 pages (cost per (4) pages x 30,000 SPDs)	.22	30,000	<del>1,080.00</del>
One Time Ship to Call Center	1	1500	
One Time Ship to Agency	1	1500	
<b>Subtotal SPD's:</b>			
Item #2: Booklet	.43	10,000	4,300
additional 4 pages (cost per (4) pages x 30,000 booklets)	.22	30,000	
Ship to Call Center		450#	
Ship to Agency		450#	
<b>Subtotal Booklets:</b>			4,300#
Item #3: Poster	.365	1,000	\$365.00
Ship to Call Center	20#		20#
Ship to Agency	20#		20#
<b>Subtotal Posters:</b>			\$385.00
Item #4: Various Flyers			
Prevention Brochures	.119	10,000	1,190.00
Informational Inserts	.119	10,000	1,190.00
Income Guidelines	.119	10,000	1,190.00
Income Flyer	.119	10,000	1,190.00
Dental Flyer	.119	10,000	1,190.00
Vision Flyer	.119	10,000	1,190.00
Hearing Flyer	.119	10,000	1,190.00
Healthy Check-up Flyer	.119	10,000	1,190.00
Applications- with guides	.119	10,000	1,190.00
Ship to Call Center	790		790
Ship to Agency	790		790
<b>Subtotal Various Flyers:</b>			\$10,710
<b>Total Bid</b>			\$116,275

It is strongly preferred that vendors type cost sheets.