



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

Request for Quotation

RFQ NUMBER
DNR211169

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
FRANK WHITTAKER 304-558-2316

RFQ COPY
 TYPE NAME/ADDRESS HERE

VENDOR

SHIP TO

DIVISION OF NATURAL RESOURCES
 PROCUREMENT OFFICE

324 4TH AVENUE
 SOUTH CHARLESTON, WV
 25303-1228 304-558-3397

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
06/03/2011				

BID OPENING DATE: 06/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
***** ADDENDUM NO. 1 *****						
THIS ADDENDUM IS ISSUED TO:						
1) PROVIDE THE ATTACHED MANDATORY PRE-BID SIGN IN SHEET						
2) PROVIDE THE ATTACHED TECHNICAL QUESTIONS AND ANSWERS.						
3) PROVIDE THE ATTACHED DEMOGRAPHIC AND BACKGROUND INFORMATION.						
THE BID OPENING DATE AND TIME HAVE NOT CHANGED.						
***** END ADDENDUM NO. 1 *****						
0001	1	LS		906-40		
EDITORIAL AND DESIGN "WONDERFUL WV MAGAZINE"						

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'

GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or Fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).

SIGN IN SHEET

Page of
 Date: May 18, 2011

Request for Proposal No. DNR 211169

PLEASE PRINT

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>CANNON GRAPHICS, INC</u>	<u>405 HEMINGWAY AVE</u>	PHONE <u>304-346-7602</u>
Rep: <u>TERESA HYPE</u>	<u>CHAR WV 25311</u>	TOLL FREE
Email Address: <u>WHY26@SUNDECKWV.NET</u>		FAX <u>304-346-7602</u>
Company: <u>The Manahan Group</u>	<u>222 Capitol St. Ste 400</u>	PHONE
Rep: <u>Amanda Wilson</u>	<u>Charo WV 25301</u>	TOLL FREE <u>304-343-2800</u>
Email Address: <u>awilson@manahangroup.com</u>	<u>304-343-2800</u>	FAX <u>304 343 2788</u>
Company: <u>Progressity, Inc.</u>	<u>One Bridge Place</u>	PHONE <u>304-340-7085</u>
Rep: <u>Kathleen DuBois</u>	<u>10 Hale Street</u>	TOLL FREE
Email Address: <u>Kathleen@progressity.com</u>	<u>Charleston, WV 25301</u>	FAX <u>304-340-7086</u>
Company: <u>PROGRESSITY, INC</u>	<u>ONE BRIDGE PLACE</u>	PHONE <u>304-340-7085</u>
Rep: <u>MICHAEL TEBB</u>	<u>10 HALE STREET</u>	TOLL FREE
Email Address: <u>MICHAEL@PROGRESSITY.COM</u>	<u>CHARLESTON, WV 25301</u>	FAX <u>304-340-7086</u>
Company: <u>Cannon Graphics, Inc.</u>	<u>405 Hemingway Ave.</u>	PHONE <u>304-610-9465</u>
Rep: <u>Sheila McEntee</u>	<u>Charleston, WV 25311</u>	TOLL FREE
Email Address: <u>Sheila@CannonGraphics.com</u>		FAX

West Virginia Division of Natural Resources
Office of Administration
DNR211169-Editorial, Layout, and Design Services for the West Virginia
Division of Natural Resources' "Wonderful West Virginia Magazine"
Request for Proposal

ADDENDUM NUMBER ONE
RESPONSE TO TECHNICAL QUESTIONS

Question 1:

What are the circulation numbers of the magazine, per year, for the last 5 years?

Answer 1:

We printed approximately 40,500 then, and 35,000 per month now.

Question 2:

Can we obtain a demographic analysis of subscribers?

Answer 2:

Yes, but they are 4 years old. Please see Attachment Number One.

Question 3:

Is it possible to obtain a copy of the DNR marketing goals and plan as it pertains to the magazine?

Answer 3:

Yes, the marketing plan focuses on in-state sales. However, based upon survey there is obvious growth potential in highly populated counties but there is no specific plan. Our marketing goal is to maintain or increase subscriber numbers by focusing on the potential growth in in-state subscribers in the highly populated counties such as Kanawha, Putnam, Cabell and Wood.

Question 4:

In addition to “the successful vendor’s” contributing photographers and writers, will we be able to contact and/or contract with existing contributors?

Answer 4:

The successful vendor may pursue contributions from any sources that they deem appropriate.

Question 5:

Are any additional expense reimbursements, such as travel and lodging costs provided by the DNR or is this job solely on a flat fee basis?

Answer 5:

Flat fee basis.

Question 6:

What is the magazine’s policy toward ownership of photography rights used in the publication? Do the usage rights of Mr. Hyde’s photography belong to Wonderful West Virginia or to Cannon Graphics?

Answer 6:

Cannon Graphics.

Question 7:

Is a redesign of the front cover and interior of the magazine a possibility?

Answer 7:

Yes, with approval of DNR.

Question 8:

What would be the first month's magazine issue published by the new vendor?

Answer 8:

To be agreed upon.

Question 9:

Will the new vendor have access to previously submitted, used and unused, articles and photographs and any other imagery and content that may be used for future issues?

Answer 9:

Photography is purchased with one time rights and so are articles. Photographers and writers will have to provide permission.

Question 10:

Can you provide a breakdown of paid vs. unpaid photography for the last 12 issues?

Answer 10:

No. Cannon Graphics, Inc. was responsible for that.

Question 11:

If "we are" hired as the selected vendor and we completed 12 issues of the magazine, what has to have happened during the course of producing those 12 issues that causes DNR to say, "Hiring "us" was the right move."?

Answer:

The successful vendor is expected to meet all mandatory requirements as outlined in the Request for Proposal. The agency evaluates the vendor continuously based upon monthly/periodic meetings and discussions.



Demographic and Background of Readers

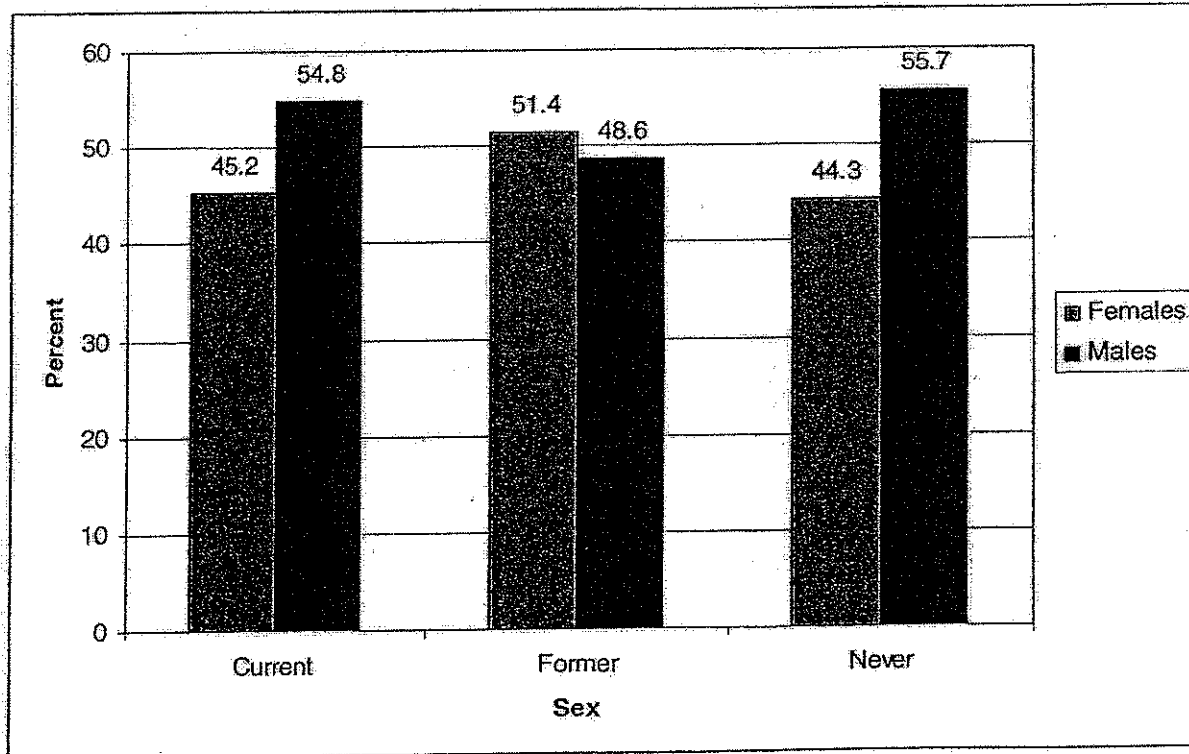
Gender

The current subscriber of the magazine is predominantly male (54.8 percent) while former readers are mostly female (51.4 percent). Of the possible future subscribers the larger number was male (55.7 percent).

5.1 Gender

Gender	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
Female	933	160	1,093	30	119	149	15	380	163	558
Male	452	458	452	43	98	141	11	470	222	703
Total	2,054	365	2,419	73	217	290	26	850	385	1,261
	45.2	54.8	45.2	51.4	48.6	48.6	44.3	44.3	57.5	55.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 1. Missing data are excluded. 2. Values in the first row refer to frequencies, and values in the second row (shaded boxes) refer to percents.



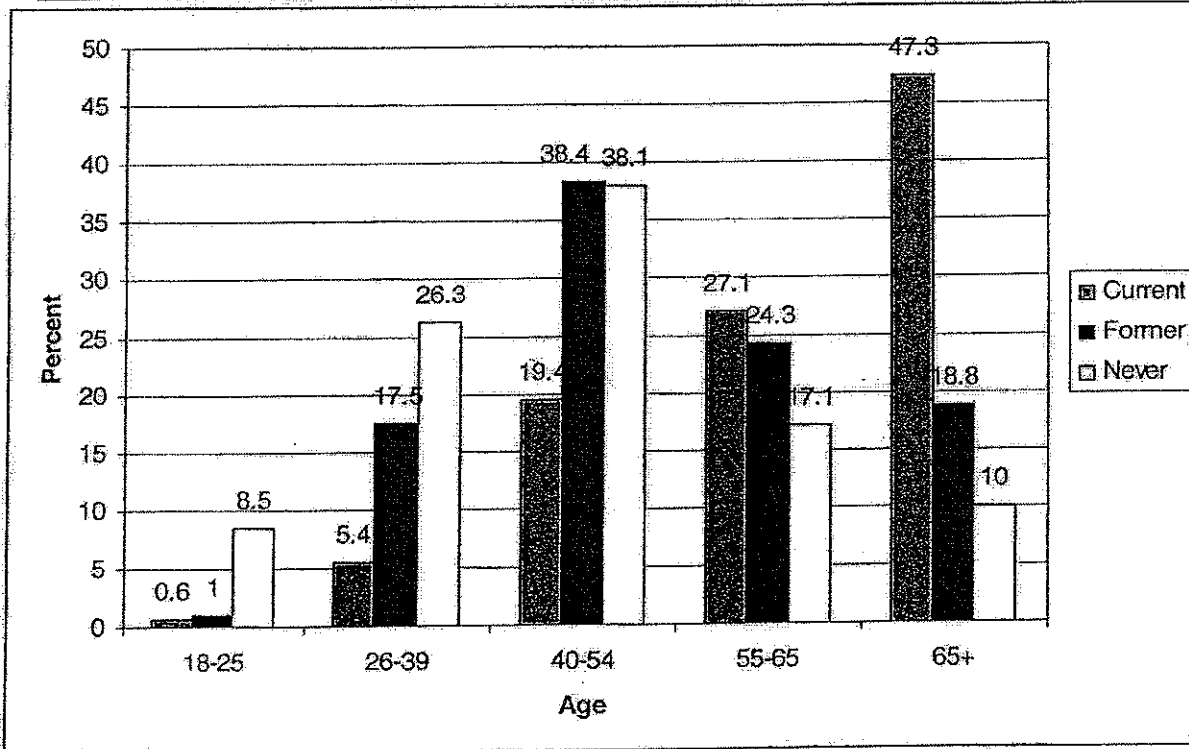


Age

The average age of the current subscriber is 65+ years of age (47.3 percent). Of former subscribers, 38.4 percent were between the ages of 40-54 and possible subscribers were also between the ages of 40-54 (38.1 percent).

5.2 Age

Age	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
18-25	6	11	17	0	3	3	0	48	60	108
26-39	82	61	143	1	50	51	5	272	55	332
40-54	381	132	513	7	105	112	6	363	112	481
55-65	613	102	715	20	51	71	10	138	68	216
65+	1,185	63	1,248	46	9	55	5	30	92	127
Total	2,267	369	2,636	74	218	292	26	851	387	1,264





Education

The education of readers was all very similar. Current subscribers were post graduate (26.9 percent), high school graduate (26 percent) and college graduate (26 percent). The former subscriber was very similar with high school graduates leading at 28.9 percents and 26.1 percent indicating they attended college while 25.4 graduated from college. Of potential subscribers, 30.5 percent were college graduates and 28.9 percent were attending or had attended college.

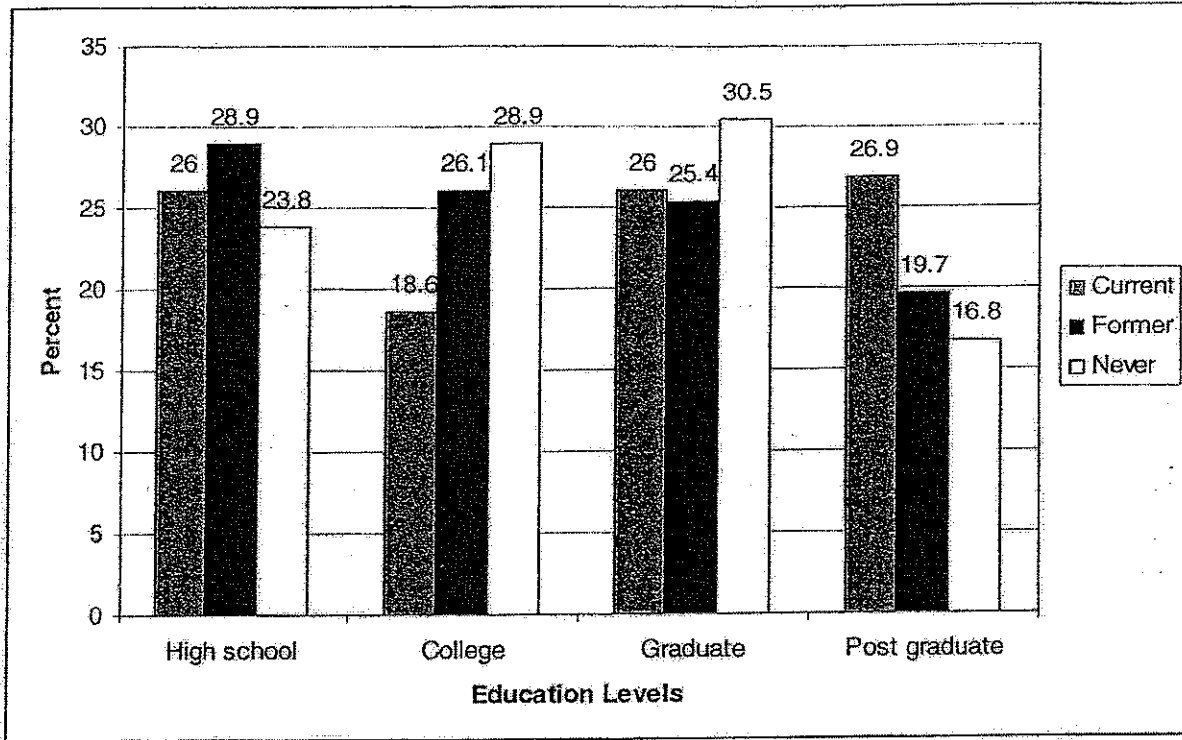
5.3 Education

	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
High School	581	87	668	21	61	82	9	276	14	299
College	274 395	240 83	240 478	518 16	280 58	289 74	360 5	327 224	316 134	238 363
Graduate	184 553	229 116	186 669	242 13	266 59	261 72	200 6	265 233	347 144	289 383
Post graduate	258 616	320 76	260 692	197 16	271 40	254 56	240 5	276 112	975 94	305 211
Total	287 2145	240 362	269 2507	242 66	184 218	197 284	200 25	138 845	244 386	168 1256
	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

Note: Missing data are excluded.



Department of Commerce



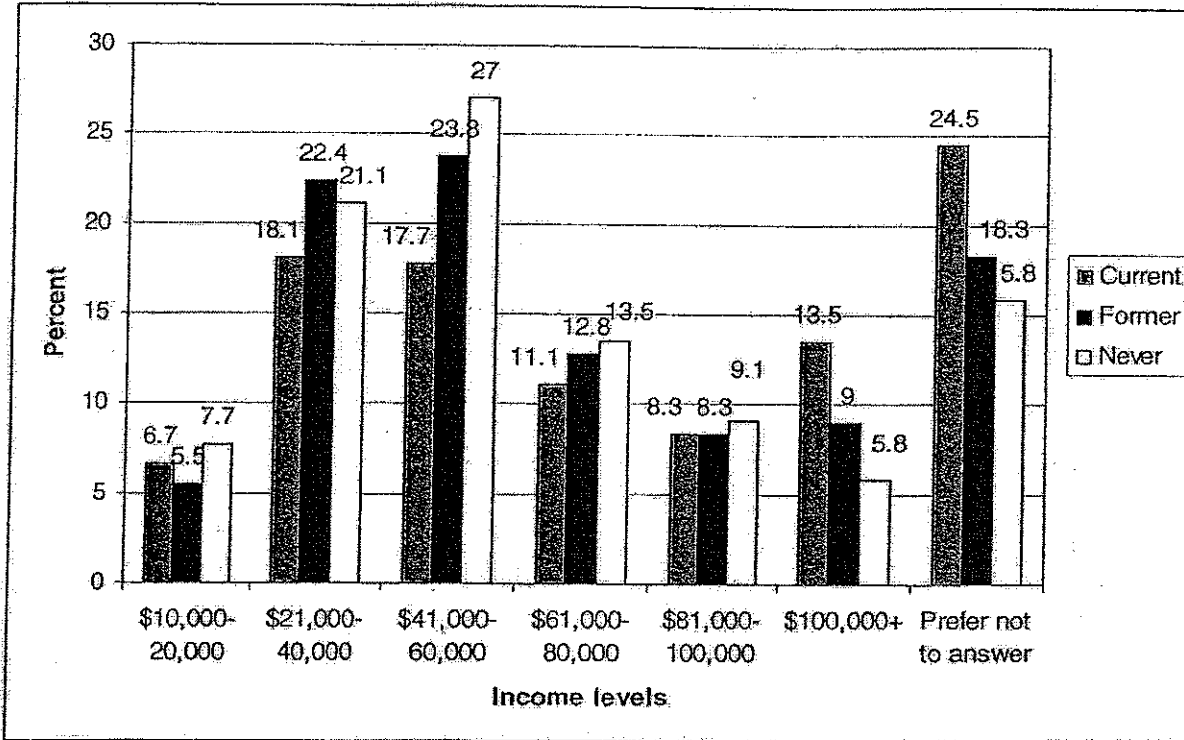


Income

Current subscribers preferred not to answer this question (24.5 percent) and 18.1 percent make \$21,000-40,000. Former subscribers (23.8 percent) earn \$41,000-60,000, as did the possible subscribers (27 percent).
5.4 Income

	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
\$10,000-20,000	157	16	173	8	8	16	2	66	68	
\$21,000-40,000	405	64	469	16	49	65	7	179	186	
\$41,000-60,000	382	76	458	19	50	69	6	232	238	
\$61,000-80,000	226	61	287	5	32	37	2	117	119	
\$81,000-100,000	175	40	215	6	18	24	4	76	80	
\$100,000+	298	52	350	5	21	26	1	50	51	
Prefer not to answer	580	55	635	14	39	53	6	133	139	
Total	2223	364	2587	73	217	290	28	853	881	

Missing data are excluded.



Age of Children in Household

Across the board, current (79.9 percent), former (56 percent), possible subscribers (48.8 percent have no children in their households.

5.5 Age of children in household

Note.

	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
No children	82.3	65.2	79.9	81.1	47.5	56.0	71.4	48.1	48.8	
Children age 2-5	3.0	6.2	3.4	5.4	13.4	11.3	7.1	15.9	15.6	
Children age 6-12	3.6	10.1	4.5	2.7	18.0	14.1	7.1	20.6	20.1	
Children age 12+	13.9	25.0	15.4	13.7	33.6	28.5	22.2	31.2	30.9	

Missing data are excluded. 2. Total percent is not equal to 100 due to rounding and multiple choices by some respondents.