



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
 TOR3619

PAGE
 1

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

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

DIVISION OF TOURISM
 90 MACCORKLE AVE SW
 CHARLESTON, WV
 25303 304-558-2200

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 09/03/2010 | | | | |

BID OPENING DATE: 09/09/2010 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|---|----------|-----|----------|-------------|------------|--------|
| ***** ADDENDUM NO. 1 ***** | | | | | | |
| THIS ADDENDUM IS ISSUED TO PROVIDE THE ATTACHED TECHNICAL QUESTIONS & ANSWERS, AND THE MANDATORY PRE-BID SIGN IN SHEET. | | | | | | |
| THE BID OPENING DATE AND TIME HAVE NOT CHASNGED. | | | | | | |
| ***** END ADDENDUM NO. 1 ***** | | | | | | |
| 0001 | 1 | LS | | 966-50 | | |
| PRINTING: BOOKS, CATALOGS, MAGAZINES, PAMPHLETS, ETC | | | | | | |

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).

**State Travel Guide RFP
TOR 3619
Technical Questions and Responses**

- 1) Can a mobile application be part of this proposal? **A. No.**
- 2) Under the General Terms & Conditions page, on #9 it states, "The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to sellers."
 - a) If the agreement is cancelled, is the seller compensated for work already completed? "Work completed" includes, but is not limited to: sales effort, sales commission (assuming the publication is published), any labor fees and hard costs. **A. No, there are no provisions for payments to vendors included in this contract.**
- 3) Page 8, section 1.9.3 requires seven convenience copies of the proposal. Does this include seven copies of any work samples, mock-ups, sample dummy, etc. as well? **A. Only one copy of any work samples, mock-ups, sample dummy, etc is needed for the committee.**
- 4) On page 13 section 1.19.9; does this also include any freelance writers, copy editors, etc? **A. Yes.** Meaning do all freelances have to be approved by the state individually? **A. Yes.**
- 5) Second paragraph in section 3.1, what exactly does a "monitoring program" consist of? E-newsletter? Website? **A. E-newsletter.**
- 6) On page 16 section 3.2, paragraph 1; Do the specifics of the outline need to be included within the proposal or is this decided and agreed upon after the contract is awarded? For example, specific details on sidebars, exact titles, etc.
 - a) If specific details are required, we have the following questions:
 - i) Are there areas of the state that you are seeking to promote more heavily than others at this time?
 - ii) What are the demographics of the reader (age group, gender, etc.)?
 - iii) Are there demographics that you are seeking to better reach? If so, please explain.
 - iv) Has there been any thought to highlighting more events, legends from the state, and sporting events, in the publication?
 - v) Has there been any thought to including more "how-to-get-there" information with listings, such as more detail maps?
 - vi) Is there any reason not to include more details and highlights of major cities in the state?
 - vii) What type of feedback have you received from travelers to the state about previous editions?**A. The specifics are decided and agreed upon after the contract is awarded.**

- 7) On page 16 section 3.2 paragraph 2; Would it be satisfactory to add a special page on our current company website specifically dedicated to WV Tourism Travel Guide?
A. Yes.
- 8) Page 17 section 3.2 first paragraph; What are the average total annual sales over the past 3 years? **A. The Division of Tourism does not maintain sales data for the travel guide.**
- 9) Page 17 section 3.2, last paragraph; Will there be more than one delivery location?
A. No If so, to what states and zip codes? Will all of the copies be bulk shipped? **A. The Vendor is responsible for delivering the printed guides to the WVDT and WVDT will distribute them according to our plan.** Does the vendor reserve the right to select the printing company provided there was an attempt to contract with a WV-based printer? **A. Yes, See 3.2 Scope of Work.**
- 10) Page 18 section 3.2; Regarding the email marketing program; Is the email list provided by the state? **A. Yes.** If so, how many email addresses are currently on the WV Tourism mailing list? **A. Over 50,000.** What is the preference of the state on how often the email program is distributed? Weekly? Monthly? Quarterly? **A. Approximately every six weeks.**
- 11) Page 19 section 4.1.1 c.); Are you interested in seeing samples of publications that have been previously done by our company or are you looking for actual mock-ups of covers and text pages that we would recommend for the 2012 guide? **A. We are interested in seeing both samples of previous publications and actual mock-ups you would recommend for the 2012 guide.**
- 12) Page 19 section 4.1.1 d.); Will the trim size of the publication be required to stay the same as last year? **A. No, however, the guide must follow the specifications as outlined in this RFP.**
- 13) Page 20, section 4.1.11; Does the value of the proposal include estimated advertising sales revenue and profit sharing? **A. No.**
- 14) If asked to make an oral presentation as a follow up to the written proposal,
a.) How much notice will be given? **A. The WVDT is on a short time frame to award this RFP and as a result it is very possible that a short notice will be provided to all vendors who are asked to provide oral presentations.**
b.) Will we have the opportunity to ask additional questions (mainly editorial related) so we may craft a more accurate presentation based on the Division of Tourism's expectations? **A. No.**
- 15) Can you explain why you have increased the circulation? **A. WVDT is seeking additional distribution opportunities.** Are you open to vendors providing creative solutions to increase your reach in other ways? **A. Yes.**
- 16) Can you share your plans to increase fulfillment requests for the guide outside of the state? **A. No.**

- 17) How will you distribute these additional guides, and is there currently a budget set aside for these increased fulfillment costs? **A. Fulfillment is not the responsibility of the successful vendor.**
- 18) In selling the print guide and email program, are you also open to web sales being performed by a company with proven web sales experience? **A. Yes, with WVDT approval.**
- 19) Does the RFP allow for video services to be part of the vendor response? **A. See 4.1.14**
- 20) Does the RFP allow for re-purposing of content and/or content creation for www.wvtourism.com? **A. Yes, WVDT owns all the content.**
- 21) Can you please clarify what you mean by the following statement? Is this just another reference to the consumer email program requested? "The vendor must provide an electronic monitoring program to regularly communicate high-quality, diversified and relevant information about West Virginia to qualified, targeted consumers interested in traveling to West Virginia." **A. Yes, E-newsletter or an equivalent system.**
- 22) Can you confirm whether this cost estimate should be for post-production printing or to add on books during the original production cycle? Section II, 4.1.13: "Indicate the cost-per-book for WVDT to purchase additional copies of the guide that may be needed, including any minimum order required to make a purchase, and the cost for bulk purchases." **A. Post-production. This is a cost per book should WVDT deplete the original 500,000 and additional books must be reprinted.**
- 23) Can you define what is considered bulk and if any supplemental pieces are put into an envelope and mailed with the guide for individual distribution? Section I, 4.1.2: "A recommendation for the fulfillment packet with per-piece estimation of distribution cost in bulk and first class." **A. We need the vendors to identify the cost of mailing your proposed travel guide for both first class and bulk shipment.**
- 24) Do the Vendor Preference Certificate and Purchasing Affidavit need to be signed and part of the proposal? **A. The Vendor Preference Certificate is not applicable as there is no cost portion to this RFP. The Purchasing Affidavit must be signed and submitted prior to award. It is preferred (not required) that the affidavit be submitted with the proposal. See Section 1.18.**
- 25) Can experience videos be produced by the winning bidder that can then be posted to the wvtourism.com site? (example: <http://www.visitnc.com/media/videos>)? **A. Yes, at vendor cost and with WVDT approval.**
- 26) Can pre-roll advertising on videos and advertising opportunities in the digital guide be included for additional funding sources? **A. Yes, with WVDT approval.**
- 27) What has been the ad revenue generated for the guide in 2008-2010? **A. See response to question number 8.**
- 28) What are the current ad rates? **See attached.**

- 29) What additional details can be provided regarding the "electronic monitoring program" mentioned in the RFP? **A. See response to question number 21.**
- 30) The RFP states a minimum of 500,000 copies. Will the exact number be set prior to beginning of ad sales? **A. Ad sales should be based on the printing and distribution of 500,000 copies.**
- 31) How many copies of the guide have been printed each of the past 3 years? **A. 350,000.**
- 32) The state currently receive a commission or a percentage of ad sales? **A. No.**
- 33) Will the state provide a list of e-mails for the e-mail marketing campaign? **A. Yes.**
- 34) Will all of the guides, except those sent to the advertisers, be shipped to one central location? **A. Yes.**

SIGN IN SHEET

Request for Proposal No. TR 3619

PLEASE PRINT

Date: _____

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

| FIRM & REPRESENTATIVE NAME | MAILING ADDRESS | TELEPHONE & FAX NUMBERS |
|---|------------------------------------|---|
| Company: <u>Great Lakes Publishing</u> <u>(Longweekends, Ohio magazines)</u> | <u>4242 Tuller Rd</u> | PHONE <u>614-461-7645</u> |
| Rep: <u>Karen Matuseff</u> | <u>Suite A</u> | TOLL FREE <u>800-426-4624</u> |
| Email Address: <u>KMATUSEFF@ohiomagazine.com</u> | <u>Dublin, OH 43017</u> | FAX <u>614-461-5506</u> <u>EXT 1</u> |
| Company: <u>McNeill Group Inc.</u> | <u>385 Oxford Valley Road</u> | PHONE <u>215-321-9662 x 41</u> |
| Rep: <u>Brian Parker</u> | <u>Suite 420</u> | TOLL FREE <u>800-394-5157 x 41</u> |
| Email Address: <u>bparker@mcneillgroup.com</u> | <u>Yardley, PA 19067</u> | FAX <u>215-321-9636</u> |
| Company: <u>Miles Media</u> | <u>2014 Northwood Road</u> | PHONE <u>304-380-6096</u> |
| Rep: <u>Steven Keith</u> | <u>Charleston, WV 25314</u> | TOLL FREE <u>900-683-0010</u> |
| Email Address: <u>Steven.Keith@milesmedia.com</u> | | FAX <u>941-361-1600</u> |
| Company: <u>Miles Media</u> | <u>856 Blue Heron Ln</u> | PHONE <u>423-306-6453</u> |
| Rep: <u>Scott B. Templeton</u> | <u>Pixey Flats, TN 37626</u> | TOLL FREE <u>800-695-0010</u> |
| Email Address: <u>Scott.Templeton@milesmedia.com</u> | | FAX <u>941-907-8361</u> |
| Company: <u>Journal Communications</u> | <u>725 Cool Springs Blvd # 400</u> | PHONE <u>434.660.8289</u> |
| Rep: <u>Ruth Martineau</u> | <u>Franklin, TN 37067</u> | TOLL FREE <u>800.333.8842x270</u> |
| Email Address: <u>r.martineau@jnl.com</u> | | FAX <u>615.296.0461</u> |

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| FIRM & REPRESENTATIVE NAME | MAILING ADDRESS | TELEPHONE & FAX NUMBERS |
|---|-----------------------------|---------------------------|
| Company: <u>WN Media</u> | <u>13 Kanawha Blvd. W.</u> | PHONE <u>304-720-6532</u> |
| Rep: <u>Christa Hamra</u> | <u>Charleston, WV 25302</u> | TOLL FREE _____ |
| Email Address: <u>chamra@statejournal.com</u> | | FAX <u>304-345-2721</u> |
| Company: <u>Blaine Turner Advertising</u> | <u>1401 Saratoga Ave</u> | PHONE <u>304-599-5900</u> |
| Rep: <u>Sherea Mercure</u> | <u>Morgantown WV 26505</u> | TOLL FREE _____ |
| Email Address: <u>sherea@blaineturner.com</u> | | FAX <u>304-599-9500</u> |
| Company: _____ | _____ | PHONE _____ |
| Rep: _____ | _____ | TOLL FREE _____ |
| Email Address: _____ | _____ | FAX _____ |
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TELEPHONE & FAX NUMBERS

FIRM & REPRESENTATIVE NAME

MAILING ADDRESS

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