



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

Request for Proposals:

Print, Bind, and Mail Chesapeake Bay Foundation's *Save the Bay* Magazine

**ORGANIZATIONAL
INFORMATION**

Name: Chesapeake Bay Foundation, Inc.
Address: 6 Herndon Avenue, Annapolis, MD 21403
Contact: Madeline Farrell

ISSUE DATE

August 3, 2022

THE PROJECT

The Chesapeake Bay Foundation (CBF), a 501(c)(3) charitable organization, is working to save the Chesapeake Bay and restore clean water to its rivers and streams.

CBF is the largest regional non-profit conservation organization working solely to save the Bay. Established in 1967, CBF has a staff of approximately 200 employees working in offices in Annapolis and Easton, Maryland; Richmond and Virginia Beach, Virginia; Harrisburg, Pennsylvania; Washington, D.C.; and in more than a dozen field education program locations. CBF's headquarters office is in Annapolis, Maryland, in the world's first LEED Platinum building.

CBF has an annual budget of approximately \$23 million and is supported by more than 300,000 members and e-subscribers. For more information on CBF, please visit cbf.org.

SCOPE OF WORK

Pre-Press

Files: The magazine will be delivered in a PDF using the printer's specified export settings.

Color: If the client chooses to deliver images for random color proofing prior to delivering page files, the printer will supply appropriate proofs and adjust color as requested. The printer should specify the brand of color proofing used for randoms in the proposal. Adjustments to color may also be requested at the time of composite proofing.

Proofing: Printer will supply client with a bound color proof and color composites (for proofing and matching color on press) for all

pages (single or in press layout). Printer should specify proofing brands in the contract. If changes are necessary after proofing, client will accept PDF proofs as follow up except where needed for color approval.

Corrections and AAs: Printer will make text and color changes as requested. More extensive changes to text and layout may be handled with replacement page files from the client. Printer should list pricing for AAs in the proposal.

Manufacturing and Finishing

Frequency: *Save the Bay* magazine currently prints three times per year. The client reserves the right to change the publication's frequency during the term of the contract.

Size: *Save the Bay* magazine is a 32-page, saddle-stitched magazine with a finished size of 8.5 x 11 inches.

Paper: *Save the Bay* magazine prints on 70# Chorus Art gloss text. The printer may suggest an alternate paper in the proposal. Paper samples, both printed and unprinted, should be supplied.

Printing: *Save the Bay* magazine will be printed using four-color process (photos and color builds), heavy coverage, with full bleeds. The printer should specify the brand and model of press to be used in the proposal.

Press Inspections: Printer will give opportunity for client press inspection at make-ready time for all forms on press. Printer will take suggestions regarding print quality with the goal of producing the highest quality publication possible.

Binding: A supplied BRE will be bound into the center of each issue. Mail panel is upper 2.375" of cover 4.

Quantity (+/-): The current print run for *Save the Bay* magazine is approximately 65,000. Printer will invoice based on the exact quantity ordered (no +/-). Printer should also express pricing in the proposal for quantities of 25,000, 65,000, and 100,000.

Schedule: File to mail schedule must take no more than two weeks. Client will make every effort to return corrected/approved proofs as quickly as possible.

Distribution

Mailing: Client will supply general mailing list in Excel approximately two weeks prior to mailing. Printer will sort as

needed for best mailing rate and mail using at a non-profit rate. CBF will provide a check for postage made out to printer based on printer's estimate, delivered in an invoice format. Additional copies of the final magazine will be requested in list form. The bulk will be delivered (boxed as requested in quantities as low as 25) to CBF's Annapolis headquarters. Additional boxes will be shipped to CBF satellite offices in Virginia and Pennsylvania.

THE SCHEDULE

Proposals from agencies or individuals should be delivered electronically to Madeline Farrell (mfarrell@cbf.org) by close of business on Friday, August 26, 2022.

Decisions will be made by October 1, 2022.

The initial contract term will run November 2022 – June 30, 2022 and can be extended annually up to 3 years.

MINIMUM REQUIREMENTS

The Printer must be FSC-certified and remain so through the end of the contract.

INTERVIEWS

As needed.

MINORITY PARTICIPATION

CBF actively encourages proposals from Small, Women and Minority-Owned (SWAM) Businesses. Please note if you are a SWAM Business and are certified by the state/commonwealth/district.

FOR FURTHER INFORMATION OR QUESTIONS

Madeline Farrell
mfarrell@cbf.org

CBF RESPONSE FORM

1. Please provide the name and full contact information of your company and, if applicable, and other entity comprising your team. Please attach credentials of key individuals involved in the proposal.
2. Please list and describe three projects completed within the previous five years that are relevant to this project.
3. Please describe your project methodology.

4. Please list three client references (two current and one previous) and their contact information for whom you or your team members have completed similar work.
5. Please provide a rough timeline for this project.
6. Please include basic information and history about your business that you feel is important for CBF to know.
7. Please detail the fee proposal to the greatest extent possible for each phase – cost for service, hourly rates, anticipated (typical reimbursable out-of-pocket expenses, etc.)
8. Please share any additional information that may make your company uniquely qualified for this consulting relationship with CBF.

A successful applicant will need to provide proof of insurance based on the services or product provided.

The undersigned certifies that the information submitted above is true and accurate.

The undersigned certifies that the person, firm, association, co-partnership or corporation herein named, has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation and submission of a proposal to the Chesapeake Bay Foundation for consideration in the award of a contract.

The undersigned further certifies that the firm, association, or corporation or any person in a controlling capacity associated therewith or any position involving the administration of federal funds; is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency; has not been suspended, debarred voluntarily excluded, or determined ineligible by any federal agency within the past three years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against said person, firm, association, or corporation by a court of competent jurisdiction on any manner involving fraud or official misconduct within the last three years.

I further acknowledge that by signing this page of the proposal, I am deemed to have agreed to the provisions of the affidavit.

(Name of Firm or Individual)

(Authorized Signature)

(Title)

(Please print Name)

(Date