



# REQUEST FOR PROPOSAL



September 15, 2014

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## Summary

The combined associations of the National Association for Printing Leadership (NAPL), the Association of Marketing Providers (AMSP), and the National Association of Quick Printers (NAQP), herein referred to as “NCA,” are accepting proposals to print, prep, and mail a postcard in support of MyMailConnection.com. This project will require some coordination with NCA’s outsourced marketing department for print files, as well as with the USPS for list and mailing instructions. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

## Proposal Guidelines and Requirements

This is an open and competitive process. Please read this RFP in its entirety.

Preference will be given to member companies, but proposals from non-member entities will be accepted. Non-member companies must become a member in order to be given consideration in the final round of the process. In addition to membership, a listing on MyMailConnection.com is required.

Proposals received after September 26, 2014 at noon (12:00pm) EST will not be considered.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the identifying information of the sub-contractor(s). NCA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## Contract Terms

NCA will negotiate contract terms upon selection. All contracts are subject to review by NCA’s legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

## Purpose, Direction, and Objectives

### Purpose

As of January 1, 2014, NAPL, AMSP, and NAQP officially joined forces as one large association to service the graphic communications industries made up of marketing service providers, direct mail houses, fulfillment/warehouse operations, commercial printers, quick printers, and the like. My Mail Connection (MyMailConnection.com), a joint venture of AMSP and interlinkONE, inc., was brought into the new combined association. My Mail Connection serves the print and mail community by allowing those in the industry to list their business for a nominal fee of \$299 year, and be found by the national small business community. The USPS has now backed this initiative, and as such, has partnered with NCA for a mailing to the small business community.

## Description

Take the file which is already designed and approved by all applicable stakeholders, and run through standard operating procedures for a postcard print and direct mail project.

The postcard print specs are as follows:

- **Finished size:** 6"x11"
- **Color:** 4/4
- **Paper:** 12PT C2S or 100# Gloss Cover (*min req. Submit your stock recommendation in proposal*)
- **Press:** Digital or Offset (*no preference*)
- **Variable Data:** None (*unless printer chooses to address postcard at the time of printing*)
- **File:** Will be submitted as a high resolution PDF; native files are available
- **Overs:** 100 un-addressed postcards without a permit

Data specifications:

- **List Total:** Approximately 155,000 records
- **List Source:** Purchased, submitted to vendor of choice via the USPS
- **Seed Records:** Seed names and addresses will be provided to the vendor
- **Data Cleanup:** Minimal data cleanup is expected as this list is purchased

Mailing specifications are as follows:

- **Mailing Permit:** USPS G-10 Permit (*paperwork will be provided to your BMEU or SCF*)
- **Mailing Quantity:** 155,537+/-
- **Mail Rate:** Letter
- **Mail Class:** Presort First Class
- **Mail Date:** October 15, 2014

## Objective

Our primary objective is to create awareness in the small business community for My Mail Connection so they begin to search for, and utilize, industry professionals.

## Timeline

- This RFP is dated September 15, 2014
- Proposals are due September 26, 2014 at noon (12:00pm) EST
- Proposals will be evaluated shortly after submission deadline.
- The candidate selected will be decided on or about September 30, 2014. Negotiations will begin with the successful candidate shortly thereafter, and should conclude no later than October 08, 2014.
- All other candidates will be notified following the evaluation committee's decision.
- This project must be completed and entered into the mail stream by October 22, 2014. Specific timeline and deliverables to be developed in conjunction with agency chosen during negotiation period.

## Budget

Please provide a comprehensive cost proposal to accomplish completion of this project. Completion is defined as printing the run of postcards based on the list, in addition to the requested overs, addressing postcards utilizing the list provided, and entering all postcards into the mail stream.

Your proposal should include an outline of all associated costs and fees, and must be comprehensive. Postage need not be quoted as it will be covered by the USPS. The budget that the association has set for this will not be disclosed as part of this RFP or in subsequent Q&A.

## Background of Organizations

The New Consolidated Association (NCA) is a nonprofit trade association that acts as a resource for member companies who desire to transform their businesses from traditional, segmented production and distribution service providers to full-service marketing providers for a broader marketplace. These resources include concept and content creation, strategic and business management consulting, digital-based production services, and dynamic response analysis of campaign results. The New Consolidated Association works to enhance and improve the service providers' business climate by providing them with relevant education and knowledge, and by assisting them in improving their sales and profits. The New Consolidated Association is made up of the National Association for Printing Leadership (NAPL), which was founded 1933 and is incorporated as a nonprofit in the state of New Jersey, The Association of Marketing Services (AMSP), which was founded in 1921 and is incorporated as a nonprofit in Washington, D.C, and the National Association of Quick Printers (NAQP), which was formed in 1975.

## Services

The NCA provides a variety of services to member businesses, including the scheduling and coordination of a number of activities and events. These include educational workshops, timed conferences and seminars, and an annual awards banquet.

The NCA also provides consulting services that help their members grow their businesses. These services are unmatched in the industry; others provide educational resources only. In addition, we provide direct services to members, including professional lobbyist services to represent our members with government agencies.

The NCA maintains a strong and respected voice on Capitol Hill and Postal Headquarters to protect the interests of the membership.

The NCA provides communications in the form of a members-only community portal, a monthly magazine, special bulletins, and regular monthly meetings. We also provide group benefits, such as coordinating our members' negotiations with suppliers, energy and insurance companies for rates and discounts. The members-only community creates a private, secure place for our members and constituents to connect, share ideas, and get answers quickly.

## Mission Statement

To help business leaders make better decisions by providing best-practices resources, research, tools and advocacy.

## Selection and Evaluation Criteria

### Selection

An award, if made, will be to the responsible responder whose proposal is most advantageous to NCA, taking into consideration price and the other factors set forth in this Request for Proposal.

Proposals will be reviewed and evaluated by a small committee made up of representatives of the NCA who will recommend one or more candidates for consideration by NCA Executives.

### Evaluation

Criteria for evaluation will include but not be limited to:

- Demonstrated knowledge, skills, and experience in print and mail
- Member status, or willingness to become a member
- Listing on MyMailConnection.com
- Recommendations from past clients

## Submission of Proposals

### Enclose

Proposals should include:

- The name, title, and contact details of the person(s) who are submitting the proposal and who, if needed, can be approached for clarification on the submitted proposal
- A list of personnel who will work on this project
- Summary of experience
- Proposed approach, detailed work plan, and timeline that describes how you will implement the process for this project
- A Project Budget that includes a line-item budget for the stages in which you will provide the work described in this RFP, and
- Two to three references

Final acceptance of a proposal will be based on all information from the communications with responders.

### Submission Requirements

The deadline for submission is September 26, 2014, at noon (12:00pm) EST. Questions must be directed to Ken Garner, COO, KGarner@AMSP.org, and Donna Vieira, Vice President, Marketing, donnav@interlinkONE.com, by September 17, 2014.

Email submissions of this proposal should be sent to the following individuals:

- Ken Garner, COO: KGarner@AMSP.org
- Donna Vieira, VP, Marketing: DonnaV@interlinkONE.com
- Samantha Lake, Director of Marketing: SLake@NAPL.org

Submissions must have "MyMailConnection Postcard Proposal" in the subject line.

-----END OF RFP-----