

**Specifications for**

**Admissions Printing**

FB18-001

Missouri Western State University

St. Joseph, MO 64507

(816) 271-4465

**Admissions Printing   
  
EXPECTATION OF PROFESSIONAL SERVICE & QUALITY PRINTING**

**By providing a bid for printing and mail services for the attached job to Missouri Western State University, you as the vendor, agree to the terms of contract as outlined in the formal bid. Any part of this agreement not met will cause your bid to not be considered.**

**SERVICE:**   
Missouri Western State University requires each vendor to provide an on-site contact person that will be in constant contact with the project and with the staff producing it. It is preferred that a vendor representative be available in person to review proofs, answer questions and make suggestions during each pre-press stage of the project. MISSOURI WESTERN requires a physical proof of each project. Emailing or faxing of proofs alone is not acceptable. If the vendor chooses to mail proofs rather than delivering them in person, the vendor is required to provide MISSOURI WESTERN with return postage.

Brokering of this job in its entirety or in part is allowed; however, brokers must identify the out-source information (including in-house contact names) at the time of bid, or Missouri WESTERN has the right to reject the bid. The broker will be responsible for errors in quality or scheduling made by companies whom they have used for out-sourcing and will be subject to a restitution agreement for late deliveries or errors.

**AWARDING THE BID:**MISSOURI WESTERN reserves the right to accept or reject bids based on recent, comparable samples demonstrating the printing quality the vendor is able to provide for this project. MISSOURI WESTERN also has the right to tour the facilities of first-time printers of this job prior to the acceptance of the bid. **Printers are required to send recent, comparable samples of work along with bids. MISSOURI WESTERN will reject bids that do not send samples.**

The award of the bid is based on an evaluation of quality, cost, and familiarity with customer relationship management systems, mail service capabilities, familiarity with FTP protocol, the ability to meet deadlines and the ability to meet the criteria within this bid. MISSOURI WESTERN places 50% of the award decision on an assessment of the quality of comparable samples sent and a tour of facilities if deemed necessary. MISSOURI WESTERN reserves the right to award the bid that complies with all the mandatory/preferred specifications and requirements and is the lowest and best bid for printing. **MISSOURI WESTERN will not accept bids from vendors who do not use the Macintosh operating system. MISSOURI WESTERN also will not accept bids that do not complete the vendor checklist (page 14). MISSOURI WESTERN will not pay for overages; include in your bid.**

**TERM OF CONTRACT:**The term of this contract begins when the Purchase Order is awarded by MISSOURI WESTERN through June 30, 2018 with an option of MISSOURI WESTERN and by mutual agreement of the vendor to renew for an additional 2 (two) one year periods, total of 3 (three) years for the contract. This will be based upon past quality of work, service and other key factors outlined in these bid specifications. Quantities and items may change based on needs for the new school year. MISSOURI WESTERN has the right to re-bid at the end of the 1 (one) year contract and not renew with current vendor if that is best for MISSOURI WESTERN.

This invitation is for a contract between a vendor and MISSOURI WESTERN to furnish a determined quantity of a good or service during the term of contract. The selected vendor will serve as the preferred vendor for additional projects created by the MISSOURI WESTERN Office of Admissions throughout the 2017-2018 academic year unless the vendor is unable to produce the specialty items needed. These additional services will be priced separately from the items contained in this RFP. If prices are deemed too high for these additional services, MISSOURI WESTERN reserves the right to use other vendors as necessary.

**QUALITY:**   
Poor quality printing, as deemed by MISSOURI WESTERN, shall be sufficient reason for rejection of all or any part of the completed order. Any errors made by the vendor will be corrected, reprinted and delivered at no cost to MISSOURI WESTERN.

**STATEMENT OF WORK:**

The awarded vendor will be required to provide a Statement of Work to clearly define the scope of requested services, define the vendor’s and MISSOURI WESTERN’s responsibilities in relation to the project, define associated timelines and outline anticipated initial and ongoing costs.

**TIMELINE:**MISSOURI WESTERN will submit all artwork to the awarded vendor by **June 30, 2017** and MISSOURI WESTERN expects all pieces to be printed by **August 1, 2017 (except for 11b and 15 which have earlier deadlines – see pages 4)**. A portion of these pieces must be delivered to the MISSOURI WESTERN campus by June 30, 2017 and the awarded vendor will store/mail the remaining pieces based on dates set forth by MISSOURI WESTERN (see Mail Services – page 5). The awarded vendor will be required to provide MISSOURI WESTERN with a timeline that outlines a production schedule needed to meet print, delivery and mail dates. The vendor’s timeline must include a schedule for programming, testing, data delivery and proofing for each mailed piece.

Late deliveries are not acceptable. In the rare case of a late delivery, vendors will be assessed 1% per each late project, per day for each day past the mutually agreed delivery date. If MISSOURI WESTERN is responsible for delaying the production schedule/delivery date, the vendor must notify us in writing the impact the delay will have on the production schedule at the time of the event or change in specifications. Also, if the vendor is responsible for delaying the production schedule/delivery date, the vendor must notify MISSOURI WESTERN of the impact of the delay.

**The vendor should adhere to the following timeline:**

* **May 1:** MISSOURI WESTERN will send artwork to vendor for Missouri Western Pocket Folders (15)
* **May 26:** Pocket Folders (15) and samples printed and delivered to MISSOURI WESTERN
* **June 30:** MISSOURI WESTERN will submit all remaining art to vendor
* **July 18:** Catch the Griffon Spirit PC (11b) is printed and mailed to students: samples delivered to MISSOURI WESTERN
* **August 1:**
* All remaining SAMPLES delivered to MISSOURI WESTERN
* Recruitment Piece (4) printed and delivered to MISSOURI WESTERN (25,000 pieces) – remainder stored by vendor (15,000 pieces)
* The following will be printed and delivered to MISSOURI WESTERN: Accepted Book (5), Welcome Stair Step Cards (6a-d), Transfer Book (10), Hot ACT PC (11a), Happy Birthday PC (11o), Griffon Rate Poster (13a), Missouri Poster (13b), Transfer Poster (14a), Scholarships Poster (14b), Acceptance Folders (16), Acceptance Folder Envelopes (17) and International Student Quad-Fold Piece (18 – OPTIONAL ADD ON).
* The following pieces will be printed and stored by the vendor: Primary Market – St. Joseph (1), Primary Market – Kansas City (2), Family Book (3), Early Interest Book (7), Cost & Scholarship Book (8), Student Life Book (9), most Recruitment PCs (11b-11n), and all IQ PCs (12a-12c).

**OPERATIONS SCHEDULE:**MISSOURI WESTERN is open for business from 8:00 a.m. to 4:30 p.m. Central Time, Monday through Friday. MISSOURI WESTERN observes several holidays; therefore, the vendor will need to keep these dates in mind when constructing a timeline for each mailed piece: Memorial Day, Independence Day, Labor Day, Thanksgiving (November 20-24), Christmas (December 25-January 1, 2018). (MISSOURI WESTERN may close additional days depending on how these holidays fall in the calendar week).

**DATA TESTING:**MISSOURI WESTERN expects the vendor to produce PDF samples using test data, for review and final approval to ensure data transfers and merges are working properly.

**DATA SPECIFICATIONS:**MISSOURI WESTERN uses a customer relationship management system (CRM), Hobsons Connect, to organize student data. MISSOURI WESTERN will set up automatic data exports from the CRM to a secure FTP site provided by Hobsons. This is the only way to automate data exports through Connect. The data will be dropped into a file on the FTP site. The awarded vendor will be provided with the login credentials needed to access the FTP. At that point, the vendor will need to pull the data from the FTP to be used to mail select pieces each week (see Mail Services below). MISSOURI WESTERN will work with the vendor to create an appropriate naming convention for files placed on the FTP. Exports will be comma-delimited (CSV) text, double quote, Excel files.

**MAIL SERVICES:**The following pieces will be mailed based on month:

* July 18: Catch the Griffon Spirit PC (11b)
* August: General Visit PC (11c)
* Early September: Showcase 1 PC (11d)
* October: Scholarships PC (11e)
* November 1: Housing Push PC (11f)
* December 1: Holiday PC (11g)
* Early January: Important Deadlines (11h)
* Late-January: Showcase 2 PC (11i)
* Mid-February: Showcase 3 (Juniors) PC (11j)
* March 1: Showcase 4 PC (11k)
* March: Cost Comparison PC (12a)
* March: Best Value PC (12b)
* March: Close to Home PC (12c)
* Early April: Memories PC (11l)
* Late April: Housing Final Reminder PC (11m)
* June: Visit Campus (JR to SR) PC (11n)

The following pieces will be mailed through a drip campaign throughout the contract period; preferably in bundles of 200 minimum (See Nonprofit Bulk Mail – page 6):

* Primary Market – St. Joseph (1)
* Primary Market – Kansas City (2)
* Family Book (3)
* Recruitment Book (4)
* Early Interest Book (7)
* Cost & Scholarship Book (8)
* Student Life Book (9)
* Hot ACT PC (11a) – This will be sent regardless of quantity

The mailing process shall take advantage of all available sorting, coding, bar coding and bundling operations permitted by the U.S. Postal Service to reduce the cost of mailing. The mailing process shall include an address correction procedure equivalent to that available through the National Change of Address (NCOA) program and CASS (Coding Accuracy Support System) verification, to reduce the number of incorrect addresses to which pieces are sent. The vendor will also provide MISSOURI WESTERN with the addresses removed during the mailing procedure and will report the updated number of pieces prior to mailing.

**Nonprofit Bulk Mail -** In order to mail pieces at a nonprofit bulk rate, the U.S. Postal Service requires a minimum of 200 pieces. In an effort to obtain the nonprofit bulk rate, MISSOURI WESTERN’s pieces that require weekly mail service should not be mailed until at least 200 addresses are accumulated through the weekly FTP data uploads. The vendor shall contact MISSOURI WESTERN each week upon receiving addresses through the weekly FTP data upload and report the number of records received, purged and are ready to be mailed. If 200 pieces aren’t accumulated after a two-week timeframe, the vendor will email MISSOURI WESTERN and MISSOURI WESTERN will determine whether the piece should be sent at a rate other than non-profit. In an effort to reach the 200 nonprofit quantity, the vendor should merge FTP data uploads of pieces of like size and weight. **MISSOURI WESTERN will also utilize the awarded vendor’s postal permit/indicia for postage.**

**BILLING:**

**Postage -** The vendor will bill the Office of Admissions **monthly** for postage/handling costs. (This includes any storage, mailing setup and ftp monitoring fees.) Please note - all postage/handling costs will be paid on a separate P.O. that is billed to the Office of Admissions.

**Print -** The vendor will bill the Graphic Design Coordinator/Campus Printing **at one time** (no later than September 1), for all of the **printing** of pieces.  Included on this bill will be shipping of bulk materials (that do not require mailing services) to MISSOURI WESTERN West Campus. **All billing should take place during MISSOURI WESTERN’s fiscal year, July 1, 2017 through June 30, 2018. This billing practice is required even though some items will be produced prior to those dates.**

**CONFIDENTIALITY:**

The vendor shall keep all data confidential and use secure network practices to keep data safe, provide a means for secure data transmission and be able to accept data transmissions by email.

**SUMMARY:**

Printing/finishing of high quality, offset and digitally printed materials to be used in admissions recruiting effort – full color, tight registration, and top-quality photo reproduction required.

Projects on shared stock, to be gang run. Inks are 4/4 (CMYK) on most, but not all pieces. We will be simulating a spot color (PMS 123C) on all pieces, so we will be strict on consistency and accuracy of color match on all pieces. **If stock is uncoated match PMS 109U, if stock is coated match PMS 123C.**

This bid consists of 38 separate items with shared stocks/inks that we are bidding as a ganged package. Additional quantities may be needed during the term of the contract. Additions will be requested at a price per additional 1,000 as set by the bid.

**Bid on -**

- Opaque Stock: 70# Text, 80# Text, 80# Cover and 100# Cover

(It is permissible to change the paper to an equivalent flat/matte/coated paper, but the look and feel wanted is a matte/uncoated look just like the requested stock. **The paper should not be on a satin or a glossy coated stock**.)  
**Quantities (includes 100 for samples)**

1) PRIMARY MARKET BOOK – ST. JOSEPH 1,200

2) PRIMARY MARKET BOOK – KANSAS CITY 1,500

3) FAMILY BOOK 6,200

4) RECRUITMENT BOOK 40,000 5) ACCEPTED BOOK 6,200

6a) WELCOME STAIR STEP – ABOUT ST. JOSEPH 6,000

6b) WELCOME STAIR STEP – COSTS & SCHOLARSHIPS 6,000

6c) WELCOME STAIR STEP – FIND A JOB 6,000

6d) WELCOME STAIR STEP – COUPON 7,000

7) EARLY INTEREST BOOK 5,700

8) COST & SCHOLARSHIP BOOK 11,800

9) STUDENT LIFE BOOK 11,800

10) TRANSFER BOOK 2,500

11a) HOT ACT PC 8,500

11b) CATCH THE GRIFFON SPIRIT PC 8,500

11c) GENERAL VISIT PC 8,500

11d) SHOWCASE 1 PC 8,500

11e) SCHOLARSHIPS PC 8,500

11f) HOUSING PUSH PC 8,500

11g) HOLIDAY PC 8,500

11h) IMPORTANT DEADLINES PC 8,500

11i) SHOWCASE 2 PC 8,500

11j) SHOWCASE 3 (JUNIORS) PC 8,500

11k) SHOWCASE 4 PC 8,500

11l) MEMORIES PC 8,500

11m) HOUSING FINAL REMINDER PC 8,500

11n) VISIT CAMPUS (JR to SR) PC 8,500

11o) HAPPY BIRTHDAY PC 8,500

12a) COST COMPARISON PC 1,200

12b) BEST VALUE PC 1,200

12c) CLOSE TO HOME PC 1,200

13a) GRIFFON RATE POSTER 2,000

13b) MISSOURI POSTER 850  
14a) TRANSFER POSTER 300

14b) SCHOLARSHIP POSTER 2,000

15) MISSOURI WESTERN POCKET FOLDERS 12,000

16) ACCEPTANCE FOLDERS 7,000

17) ACCEPTANCE FOLDER ENVELOPE 7,000

18) INTERNATIONAL STUDENT QUAD-FOLD PIECE 500 (OPTIONAL ADD-ON)

*Prior to the submission of a formal bid, questions regarding the bid or these expectations are to be made to Purchasing, MISSOURI WESTERN (816-271-4465) or purchase@missouriwestern.edu.*

For all jobs

**Inks:** 4/4 (CMYK), AQ Coating (satin | MATTe finish)   
Missouri Western gold color must match PMS 109U on Uncoated Stock and PMS 123C on Coated Stock. Most jobs will be done on uncoated paper; therefore, adjustments to the inks should be made to ensure the inks are consistent throughout the entire bid package.  **NOTE: A few of the jobs will be 2/0 or 4/0.**

**Originals:** Packaged InDesign folder with print-ready PDFs uploaded to your FTP site   
 (or equivalent).

**PROOFS:** Assembled blue lines; accurate, full-color proofs; mock-up of die-cut piece to show die-cut on job; Press proof option of client.

**PACKAGING:** Pack in boxes no larger than 9" x 12" x 14"; Pieces should be shrink-wrapped into manageable bundles before being placed into boxes.Final packaged box should weigh less than 30 lbs. Name of piece and quantity should be marked on box.

**NOTE: Delivery of larger boxes will not be accepted. Slight flexibility will be allowed, depending on the finished size of the project.**

**DELIVERY:** Packaged folders with all digital files uploaded to vendor FTP site by **June 30**. Delivery of all finished pieces to Missouri Western should occur no later than **August 1, 2017**. The vendor must provide a production schedule for pieces.   
**NOTE: The Catch the Griffon Spirit postcard (11b) needs to be printed and mailed by July 18. Also, the Missouri Western pocket folders (15) need to be printed and delivered to Missouri Western by May 26. The data files will be delivered based on the schedule set by the vendor.**

**Deliver to Missouri Western Central Receiving, West Campus**

West Campus, Central Receiving  
 Missouri Western State University

4525 Downs Drive

St. Joseph, MO 64507

**SAMPLES:** One hundred (100) samples of each piece should be packaged and delivered to Missouri Western Central Receiving (above address), marked as Admission Publication Samples for Campus Printing and Design Services.

**NOTE: One hundred extra pieces were added to each piece’s quantity to cover these samples. Please note that Missouri Western will NOT pay for overages. Please include them in your bid.**

individual Specs for each piecE

**1)** **Primary Market Book – ST. JOSEPH**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 8 page, self-cover

STOCK: 80# Opaque Text

Ink: 4/4, Full bleeds, AQ satin/matte

FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY: **1,200**

**2) PRIMARY MARKET BOOK – KANSAS CITY**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 8 page, self-cover

STOCK: 80# Opaque Text

Ink: 4/4, Full bleeds, AQ satin/matte

FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY: **1,500**

**3)** **FAMILY BOOK**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 8 pages, self-cover

STOCK: 80# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY:  **6,200**

**4)** **RECRUITMENT Book**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 28 pages, self-cover

STOCK: 70# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8. Some tabbed, some not tabbed (see QUANTITY below).

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY: **Total 40,000**

**STORED FOR MAILING: 15,000 (TABBED)**

**DELIVERED TO MISSOURI WESTERN: 25,000 (NO TABS)**

**5)** **accepted book**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)  
 #OF PAGES: 12 pages, self-cover

STOCK: 80# Opaque Text   
Ink: 4/4, Full Bleeds, AQ satin/matte  
FINISHING: Collate, score, fold, saddle stitch with two wires on the 11.5" dimension.  
 Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.  
MAIL SERVICE: Not required   
QUANTITY: **6,200**

**6)** **WELCOME STAIR-STEP CARDS (4 pieces of varying sizes; fulfilled by MWSU in a stair-step fashion)**

**(6a) About St. Joseph**

TRIM SIZE: 8.5" x 9.5" (Portrait/vertical format)

#OF PAGES: 1 page

STOCK: 100# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Score, fold, bundle/shrink-wrap in manageable stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required   
QUANTITY: **6,000**

**(6b) Costs & Scholarships**

TRIM SIZE: 8.5" x 8"(Portrait/vertical format)

#OF PAGES: 1 page

STOCK: 100# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required   
QUANTITY: **6,000**

**(6c) Find a Job**

TRIM SIZE: 8.5" x 6.5" (Portrait/vertical format)

#OF PAGES: 1 page

STOCK: 100# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required

QUANTITY: **6,000**

**(6d) Coupon**

TRIM SIZE: 8.5" x 5" w/ two equally spaced vertical perforations (Portrait/vertical format)

#OF PAGES: 1 page

STOCK: 100# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required   
QUANTITY: **7,000**

**7)** **EARLY INTEREST BOOK**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 8 pages, self-cover

STOCK: 80# Opaque Text

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY:  **5,700**

**8)** **COST & SCHOLARSHIP BOOK**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 12 pages, self-cover

STOCK: 80# Opaque Text  
Ink 4/4, Full Bleeds, AQ satin/matte  
FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed   
 and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.  
MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.  
QUANTITY: **11,800**

**9)** **STUDENT LIFE BOOK**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 12 pages, self-cover

STOCK: 80# Opaque Text  
Ink 4/4, Full Bleeds, AQ satin/matte  
FINISHING: Collate, score, fold, saddle stitch w/ two wires on the 11.5" dimension for mailing. Tabbed   
 and bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.  
MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.  
QUANTITY: **11,800**

**10) TRANSFER BOOK**

TRIM SIZE: 12.25" x 11.5, then folds to 6.125" x 11.5" (Portrait/vertical format)

#OF PAGES: 12 pages, self-cover

STOCK: 80# Opaque Text  
Ink 4/4, Full Bleeds, AQ satin/matte  
FINISHING: Collate, score, fold, saddle stitch with two wires on the 11.5" dimension.  
 Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.  
MAIL SERVICE: Not required  
QUANTITY: **2,500**

**11)** **Recruitment postcards (15 versions)**

TRIM SIZE: 6" x 9"

STOCK: 80# Opaque Cover

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Trim to 6" x 9"

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed. (Except for   
 11a and 11o which will be mailed to Missouri Western.)

QUANTITY: **8,500 each**

versions: (11a) HOT ACT PC

(11b) CATCH THE GRIFFON SPIRIT PC

(11c) GENERAL VISIT PC

(11d) SHOWCASE DAY 1 PC

(11e) SCHOLARSHIPS PC

(11f) HOUSING PUSH PC

(11g) HOLIDAY PC

(11h) IMPORTANT DEADLINES PC

(11i) SHOWCASE 2 PC

(11j) SHOWCASE DAY 3 (JuNIORS) PC

(11k) SHOWCASE DAY 4 PC

(11l) MEMORIES PC

(11m) HOUSING FINAL REMINDER PC

(11n) VISIT CAMPUS (JR to SR) PC

(11o) HAPPY BIRTHDAY PC

**12)** **IQ POSTCARDs (3 VERSIONS)**

TRIM SIZE: 6" x 9"

STOCK: 80# Opaque Cover

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Trim to 6" x 9"

MAIL SERVICE: Required. These will be printed and stored until designated time to be mailed.

QUANTITY: **1,200 each**

versions: (12a) Cost Comparison

(12b) Best value  
(12c) Close to Home

**13)** **PRE-VISIT POSTERS (2 VERSIONS)** TRIM SIZE: 11" x 17", Folds to 8.5" x 11"   
 STOCK: 100# Opaque Text  
 Ink: 4/0, Full Bleeds, AQ satin/matte  
 FINISHING: Score, trim and fold type OUT to 8.5" x 11"  
 Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.  
 MAIL SERVICE: Not required  
 VERSIONS: (13a) griffon rate – **QUANTITY: 2,000** (13b) missouri – **QUANTITY: 850**

**14)** **SCHOLARSHIP POSTERS (2 VERSIONS)**

TRIM SIZE: 11" x 17", Folds to 8.5" x 11"

STOCK: 100# Opaque Text

Ink: 4/0, Full Bleeds, AQ satin/matte  
FINISHING: Score, trim and fold type OUT to 8.5" x11"

Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required

VERSIONS: (14a) Transfer – **QUANTITY: 300**

(14b) ScholarshipS – **QUANTITY: 2,000**

**15)** **MISSOURI WESTERN POCKET FOLDERS**

TRIM SIZE: Standard, 9 x 12, with 4 inch pockets, slit for business card on one side

STOCK: Recommended pocket folder stock, 100# Opaque Cover

INK: 4/0, AQ satin/matte

FINISHING: Score, fold, trim and glue.

Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required

QUANTITY: **12,000**

**16)** **acceptance folders**

TRIM SIZE: Flat size: 10.6875" x 27", folded size: Finish to 9" x 12", with a 2" horizontal slit in the 6" glued pocket across the bottom, and 9" flap across the top with a semi-circle die-cut (Custom vertical pocket folder)

STOCK: Recommended pocket folder stock, 100# Opaque Cover

INK: 4/1, AQ satin/matte

FINISHING: Die-cut, score, fold, trim and glue.

Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE: Not required

QUANTITY: **7,000**

**17)** **acceptance folder envelope**

TRIM SIZE: 10 x 13 catalog envelopes

STOCK: 60# offset

Ink: 2/0

FINISHING: Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on page 8.

MAIL SERVICE: Not required

QUANTITY: **7,000**

**OPTIONAL ADD-ON**

**18) INTERNATIONAL STUDENT QUAD-FOLD PIECE**

TRIM SIZE: 30" X 10", folds to 7.5" X 10"   
STOCK: 80# Opaque Cover

Ink: 4/4, Full Bleeds, AQ satin/matte

FINISHING: Collate, score, fold to a double parallel and trim

Bundle/shrink-wrap in manageable hand-held stacks. Package as stated on pg. 8.

MAIL SERVICE Not required  
QUANTITY: **500**

**VENDOR CHECKLIST**

Please review the vendor checklist below and mark the appropriate box next to each line based on your services and/or company. MISSOURI WESTERN will reference this list when awarding a vendor.

**YES NO**

⎕ ⎕ Did you send recent, comparable samples of work along with bids?

⎕ ⎕ Can you meet the July 18 deadline requested for **11b (Catch the Griffon Spirit)** and   
 the May 26 deadline requested for **15 (Missouri Western Pocket Folders)**?

⎕ ⎕ Do you have the ability to store printed pieces until mail service is required for   
 certain pieces?

⎕ ⎕ Do you have the ability to automatically pick up the files exported to our CRM vendor’s FTP site to be used to mail several of MISSOURI WESTERN’s pieces? (Page 4)

⎕ ⎕ Do you use address correction procedures equivalent to that available through the National Change of Address (NCOA) program and CASS (Coding Accuracy Support System)?  
 **If yes**, how often does the vendor update the address correction software?   
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⎕ ⎕ Do you have the capability to email MISSSOURI WESTERN the list of addresses that could not be verified as deliverable, or those with different addresses than what was provided, after going through an address correction procedure?

⎕ ⎕ MISSOURI WESTERN would like to mail pieces at a nonprofit bulk rate as often as possible. In order to acquire the minimum 200 pieces needed to obtain this rate each week, MISSOURI WESTERN would like the awarded vendor to merge data for pieces that would be of like size and weight in order to reach the 200 mark. Do you have this ability?

**ADDITIONAL COMMENTS:**

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