

Request for Proposal

Date: April 1, 2014

Description: Anadisgoi and 3H Piece• **Printing**

- **Anadisgoi – Estimated total quantity printed: 68,535**
 - 8 ½" x 11" - 7 pages flat with cover
 - Covers FLO 100# gloss TEXT paper
 - Inside pages FLO 80# dull TEXT paper
 - QTY: 65,535 bagged in clear bag with address label
 - QTY: 3,000 boxed
- **Annual Report/PMPK aka 3H – Estimated total quantity printed: 75,535**
 - 8 ½" x 11" – 4 pages flat with cover
 - Covers FLO 80# matte COVER paper
 - Inside pages FLO 70# matte TEXT paper
 - QTY: 65,535 bagged in clear bag with address label
 - QTY: 10,000 boxed

★ Quotes should be broken down to show the following:

- Print cost per piece
- Cost to bag one of each magazine into separate bags
- Cost to bag one of each magazine into the same bags containing slip sheet with printed address
- Cost to bag one of each magazine into the same bags containing slip sheet with printed address and 4-color print ad on top half of slip sheet
- Mailing/Processing fees
- Estimated postage fees (cost to mail each job in separate bags and cost to mail each job in the same bag)
- Turn time for each: printing; bagging; mailing

- Mail processing
 - Import 1 data file (csv) – run CASS/NCOA/LACS and merge/purge
 - Presort mail list
 - Inkjet address & indicia to label for bags
 - Insert (1) magazine per bag OR (1) of each magazine per bag
 - Mail Standard Class – entering mail at Tulsa BMEU/P&DC

Terms and conditions

Native art and mail list will be supplied by CNE

All printing and processing will occur within a 50 mile radius of Tulsa, OK.

Mail must enter at the Tulsa, OK Business Mail Entry Unit no later than Friday, May 9, 2014. Vendor will be responsible for all transportation costs.

Vendor will provide hard copy color prepress proofs.

The vendor shall be licensed by the Cherokee Nation Gaming Commission (CNGC).

Standard requirements for mail vendors working with Cherokee Nation Entertainment

- All mail vendors will have a secure ftp site for posting data files. CNE will zip and encrypt the mail files and each vendor will have their own password with which to open the files.
- After the data file is posted on the mail vendor's ftp site, CNE will e-mail the vendor to notify them that the file has been uploaded. The vendor should confirm receipt and readability of the data file via e-mail within 24 hours.
- All mailing lists will be USPS CASS Certified and processed through National Change Of Address (NCOA). No invalid addresses are to be output for mailing. Any addresses that generate a USPS CASS return code value less than 31 or greater than 39, and/or a DPV return code value other than Y, S or D - after NCOA processing – is to be excluded from the final mail output file.
 - We require Ancillary Service Endorsements, specifically Return Service Requested
- After CASS and NCOA, the following reports and files will be provided for download by CNE from the vendor's secure ftp site:
 1. USPS CASS report (PS Form 3553)
 2. Postage Statement (PS Form 3602-R for Standard Class mail, or PS Form 3600-R for First Class mail)
 3. NCOA Processing Certificate (to document NCOA processing)
 4. NCOA Audit Report (detailing all NCOA "hits")
 5. Final "good" mailing list (mail output file)
 6. Final "bad" address list (invalid address records that failed CASS-DPV after NCOA)

--Output and invalid address files must include CASS-DPV return codes--

- The vendor will e-mail the required postage amount and final mail count to CNE immediately after data processing is complete.
- The vendor will provide for download by CNE programming proofs for CNE to approve, PRIOR TO PROCESSING. A full set of proofs must be provided, showing the full range of variable offers. CNE must approve the programming proofs before actual addressing/processing is initiated. Any mailers that are processed without CNE's documented approval will be reprinted at the vendor's expense.
- Once the mail vendor has received approval of the programming proofs from CNE they should proceed with processing.
- After addressing and mail processing is completed, the vendor will provide for download by CNE live QC proofs from each of the variable offers or messages. UNDER NO CIRCUMSTANCE IS THE VENDOR TO DROP ANY MAILING WITHOUT DOCUMENTED APPROVAL OF THE FINAL PRODUCTION PROOFS BY CNE.

QUANTITIES ARE ESTIMATED, AND SUBJECT TO CHANGE. BIDS MUST BE SUBMITTED AS A SIMPLE COST PER UNIT BASED ON NET MAIL COUNT AFTER CASS/NCOA/DPV. ALL ELEMENTS OF THE SCOPE OF WORK AS DESCRIBED ABOVE SHOULD BE FACTORED INTO THE COST PER UNIT.