



RFP - Addendum

DATE: June 24, 2009

ADDENDUM NO. 1

TO ALL OFFERORS:

Reference - Request for Proposals: RFP# 3199299MK

Commodity/Title: Virginia Commonwealth University School of the Arts Qatar
Viewbook Printing

Issue Date: June 19, 2009

Proposal Due: June 30, 2009

Pre-Proposal Conference: Teleconference June 23, 2009

Only those changes/clarifications specified below are incorporated into the RFP solicitation. Please note that Part A. is changes to the solicitation as a result of the pre-proposal teleconference and Part B. are questions submitted by potential offeror(s) with answers from the VCU-Qatar Graphic Designer to provide additional clarification.

A. Changes/Clarifications from Pre-Proposal Teleconference:

1. Stock:

Main Folder: Mohawk Options 100% PC White, Smooth, Uncoated, 100# cover

Main Folder Guts: Mohawk Options 100% PC White, Smooth, Uncoated, 100# text

Brochure Covers: Mohawk Options 100% PC White, Smooth, Uncoated, 65# cover

Brochure Guts: Mohawk Options 100% PC White, Smooth, Uncoated, 80#

Brochure Guts Blue Pages: (One signature in all brochures and Main Overview) Beckett Cambric, Azure, 80# text

(can print black or 4/c black just on the blue signature)

Mini Spreads: Mohawk Bright Hue, Sun Yellow, 80# text

2. Admissions Brochure:

Admissions brochure was originally specified as having pages plus cover, but in order to accommodate the blue signature, this will change to 20 pages.



Virginia Commonwealth University

3. Packaging: Plastic wrap not necessary. Offeror should suggest a method of protecting the final pieces from scratching against each other.

4. Shipments:

Final pieces may be shipped in partial shipments, if necessary.

5. Delivery: All copies shall be delivered (F.O.B Port in Doha, Qatar). Delivery to include all product costs and shipping costs. VCU-Q will be responsible for clearing all products through customs and arranging final delivery to VCU-Q.

6. Offerors shall submit ONE sample piece of work with similar requirements along with proposal.

7. Revised Diagram:

Attached is a revised diagram.

B. Questions and Answers

Q1. The format 6.875 x 10 inches (17.5 x 25.4 cm) is the size of the inside brochures, and the outside cover containing all of them will be a bit larger (about 3mm = 1/8 in on three sides). Is that correct?

A1. Correct, VCU-Q would like it to be as "flush" around the edges as possible, but the outer (Main) folder should protect the inner brochures too.

Q2. Are the Main Overview specs correct: 6.875 x 10 in, 32 pages 5/5 on white uncoated stock, 120 gr, 4 pages printed 1/1 on colored stock (120 or 140 gsm), 8 pages (two four-page mini-spreads) printed 5/5 (or are they 1/1?), die cut, and inserted into the folder so that the spread's and the bottom folder's edges align. We would need to know more about where the mini-spread falls (between which pages). The main overview then gets tipped in or stapled in to the main folder.

A2. Correct on the main overview page count, correct on the 1/1 colored stock (still looking for the blue-green paper stock in text weight).

Correct on the mini-spreads, except they will be 1/c. As of now, VCU-Q would like the cyan from the 4/c process to print them. VCU-Q is in the process of looking for bright yellow stock that is not fluorescent (bad for environment/recycling). The mini spreads have been designed to fall within the white page spreads. The main overview should be stapled into folder in a way so the shiny staples won't be so apparent in final piece. The vendor should not use glue.

Q3. Please confirm that fluorescent ink isn't environmentally friendly, but should we still be looking for a bright yellow in any case?

A3. Please use a yellow that is vibrant but not fluorescent.

Q4. The covers of the individual brochures are going to need a little spine, just so that there is enough height in the slot to insert another twelve-page brochures plus its cover.

A4. The Offerors' should suggest a final template to use. There is a "place-holder" in the mean time that is just to show approximations but is not absolutely accurate.

Q5. Admission brochure: is the mail-in form included in the four panels of the cover or is it something extra, beyond the three extra panels on the last page devoted to the application and referral forms. We should therefore be including two reference forms, one application form and a mail-in form? We still need the dimensions of the mail-in form, if it is indeed something extra.

A5. See new diagram (last page), there will be 2 extra panels that will attach to the last page of the Admissions book (this signature will be an extra-long piece of paper of the same stock as rest of white pages). The 2nd (extra) page will fold into first (extra) page so will have to be a tiny bit shorter (estimate: 1/16").

Q6. Are those three or four extra panels supposed to be a continuation of the cover of the admission brochure or are they a gatefold to an interior page?

A6. See diagram but note that there will only be 2 extra panels, not 3 on the text stock.

Q7. They will have to be glued on to the cover or to a page, just because the folded out page will be too wide to print all at once.

A7. Vendors should not use glue. It might be ok now that there are only 2 panels, not 3 (there are perforations at each of the panels because they are forms that students need to fill out separately). Perforations should rip cleanly.

Q8. In what order will the components (mini-spreads etc.) fall?

A8. VCU-Q is still working on this, but they have to fall within the signatures. Also, please note that the brochures for: Graphic Design, Interior Design, Fashion Design and Painting/Printmaking have 12 pages plus cover. Graphic, Interior, Fashion has the mini spreads in them but the Painting/Printmaking DOES NOT. The colored stock (faculty bios) with the black type occur in all brochures

Q9. Mini-spreads: Have we understood correctly that there are six in all, four for the brochures, and two for the main overview?

A9. Yes, except the Painting/Printmaking brochure DOES NOT get mini spreads.

Q10. The phrase "to be die cut to match grid/geometric lines" made us feel the need to point out that there is a certain movement in folding and in binding, and that there will be little shifts with their consequential tolerances. It sounds like a lot of this brochure will be handwork, but just to make sure everyone understands that an industrial process means that lining up grid lines perfectly every time may well be next to impossible.

A10. The images that show through the die cut are not dependent on 100% accuracy of alignment. The grid used throughout on the piece will need a pretty close alignment of mini-spreads to it though. But the mini spreads are a separate thing so there is some forgiveness as long as it is very close.



Q11. Is the paper of point 4 in addition to the 36 pages already requested, or included in that page count?

A11. Blue paper stock is included but the mini spreads are not included in the page count.

Q12. Same for point 2, brochure guts: are these pages to be added to the twelve or 16 pages already mentioned or are they already included?

A12. See above

Q13. Do you need three sets of printed proofs and three sets of blues? Or were you expecting one set printed of each, and two sets sent electronically?

A13. Contractor must send three sets for each round of proofs. One set should be physical; the other two should be electronic. Contractor must cover delivery costs of the proofs.

Q14. Assembly in the end, would we be delivering finished pieces with the brochures inserted into each other, and the stack of them inserted into the main folder?

A14. VCU-Q is open to having the Contractor ship the folders flat (but main text section stapled in, of course) and VCU-Q Marketing could put together final piece. This would reduce any undue wear during shipping, especially if there was something between to prevent scratching, etc.

Q15. Or would you want to mix and match the brochures, so a recipient only gets brochures about schools he or she expressed interest in? In that case, would we be sending the brochures each packaged with its own kind, not assorted, in boxes of multiple copies?

A15. Correct

NOTE: A signed acknowledgment of this addendum must be received by this office either prior to the proposal due date and hour or attached to your proposal. Signature of this addendum does not constitute your signature on the original proposal document. The original proposal document must also be signed.

Very truly yours,

Phone: (804) 828-0904

Name of Firm

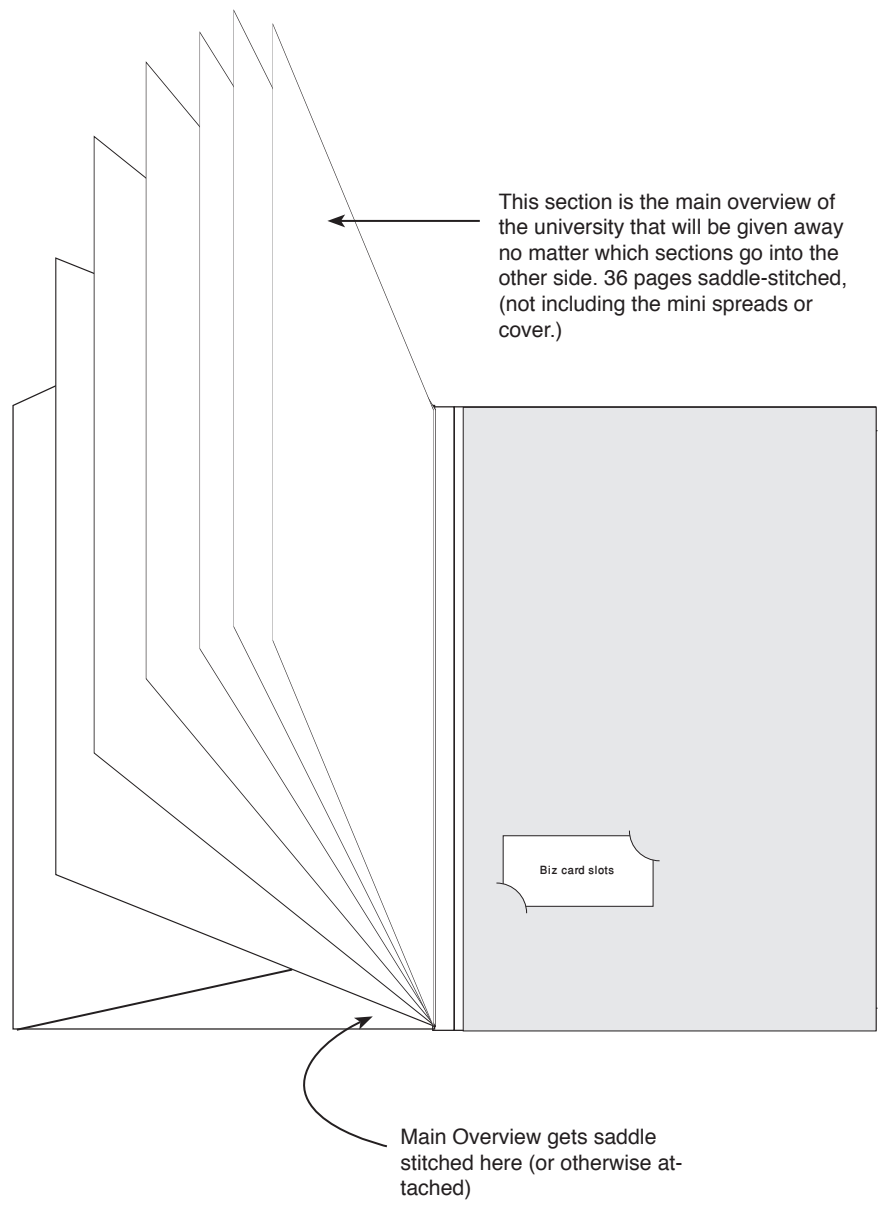
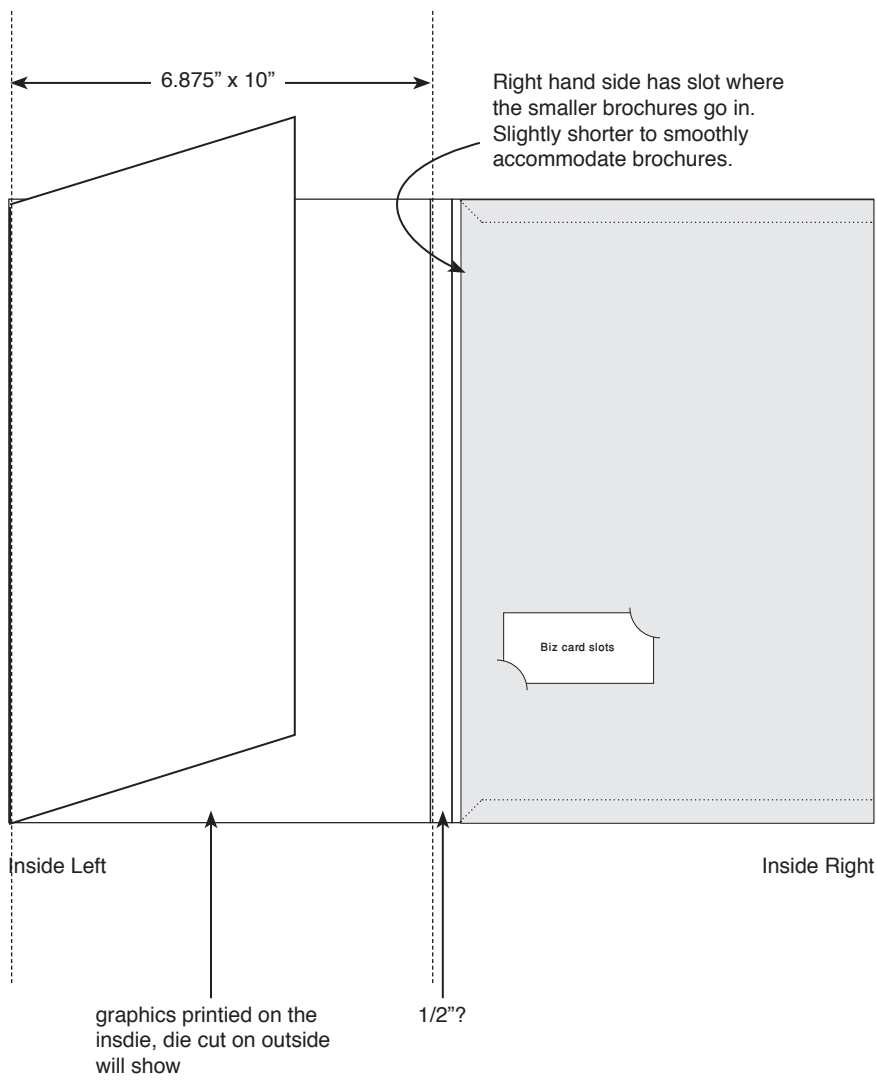
Signature/Title

VCU

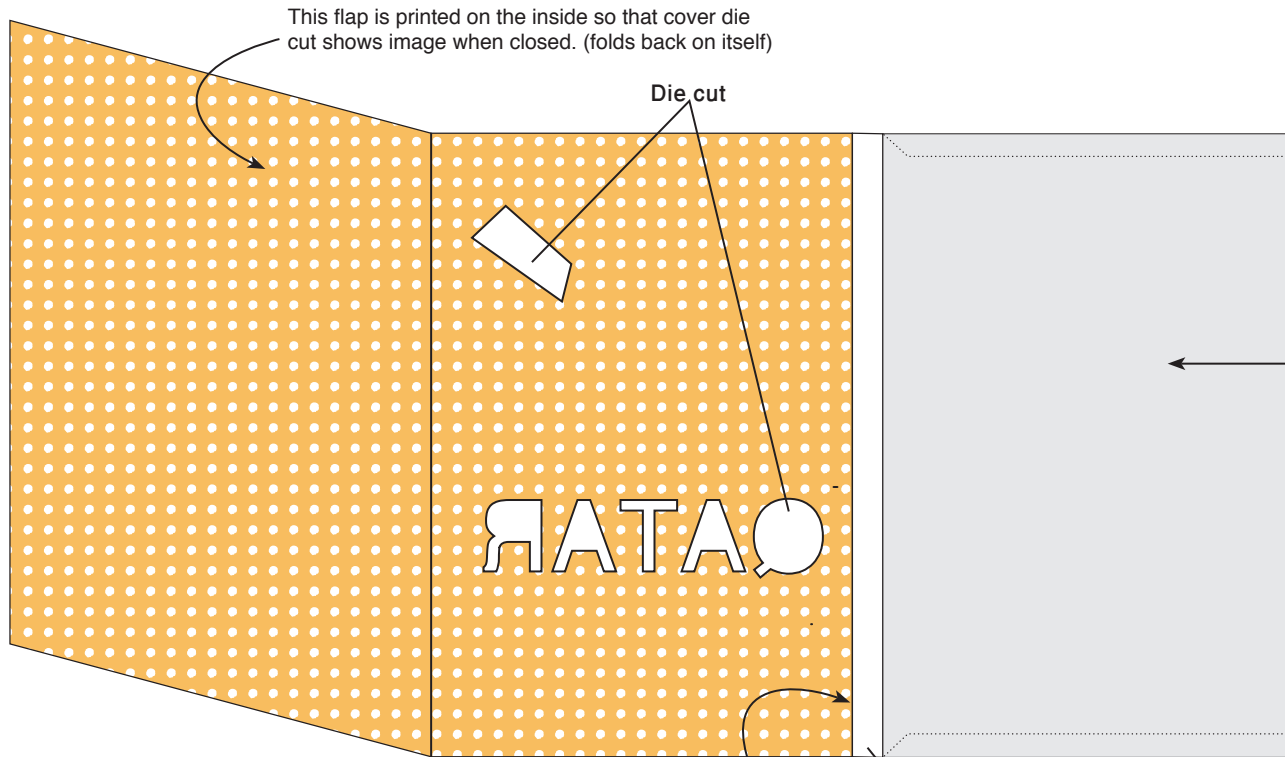
Virginia Commonwealth University

Date

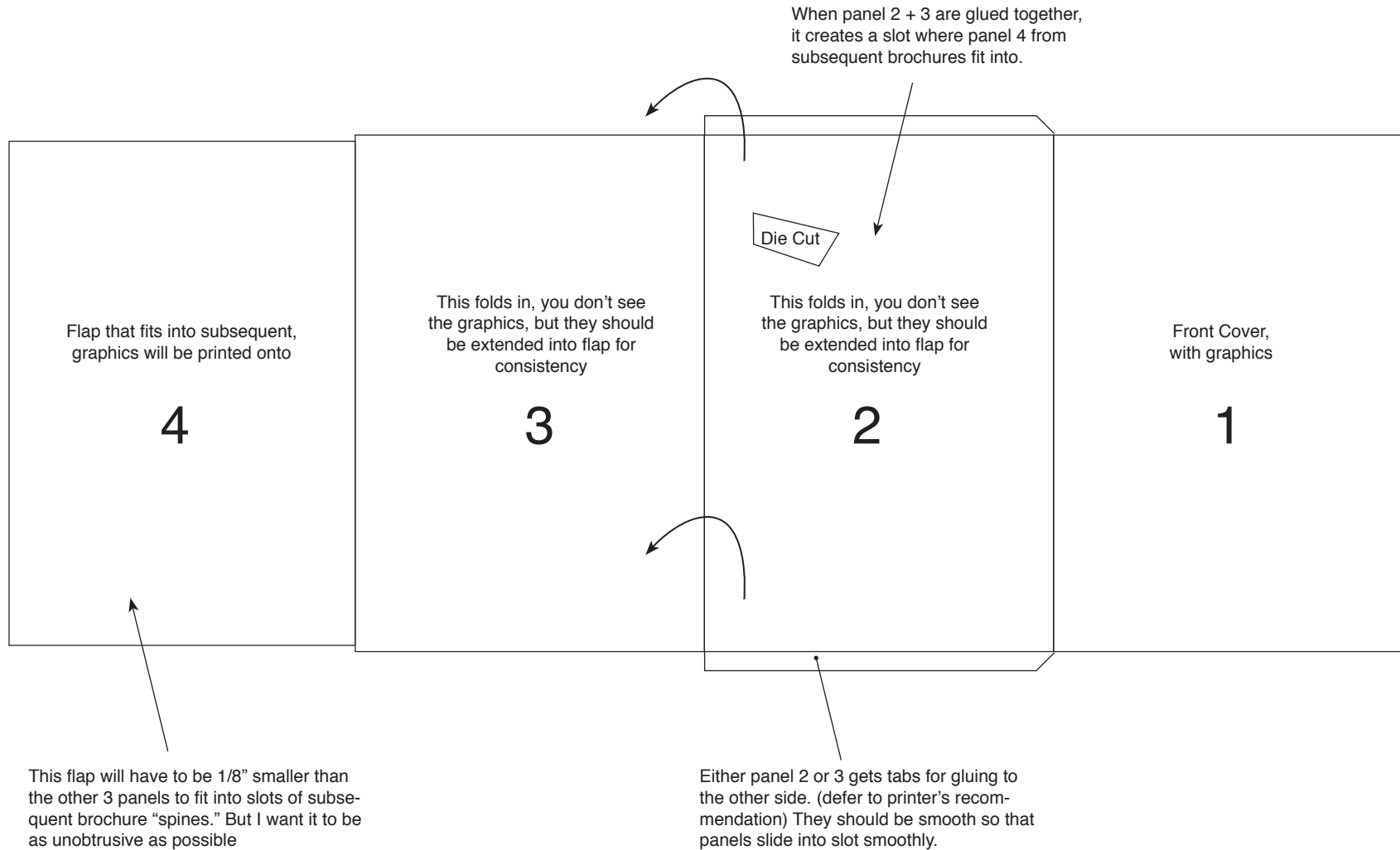
MAIN FOLDER (INSIDE)



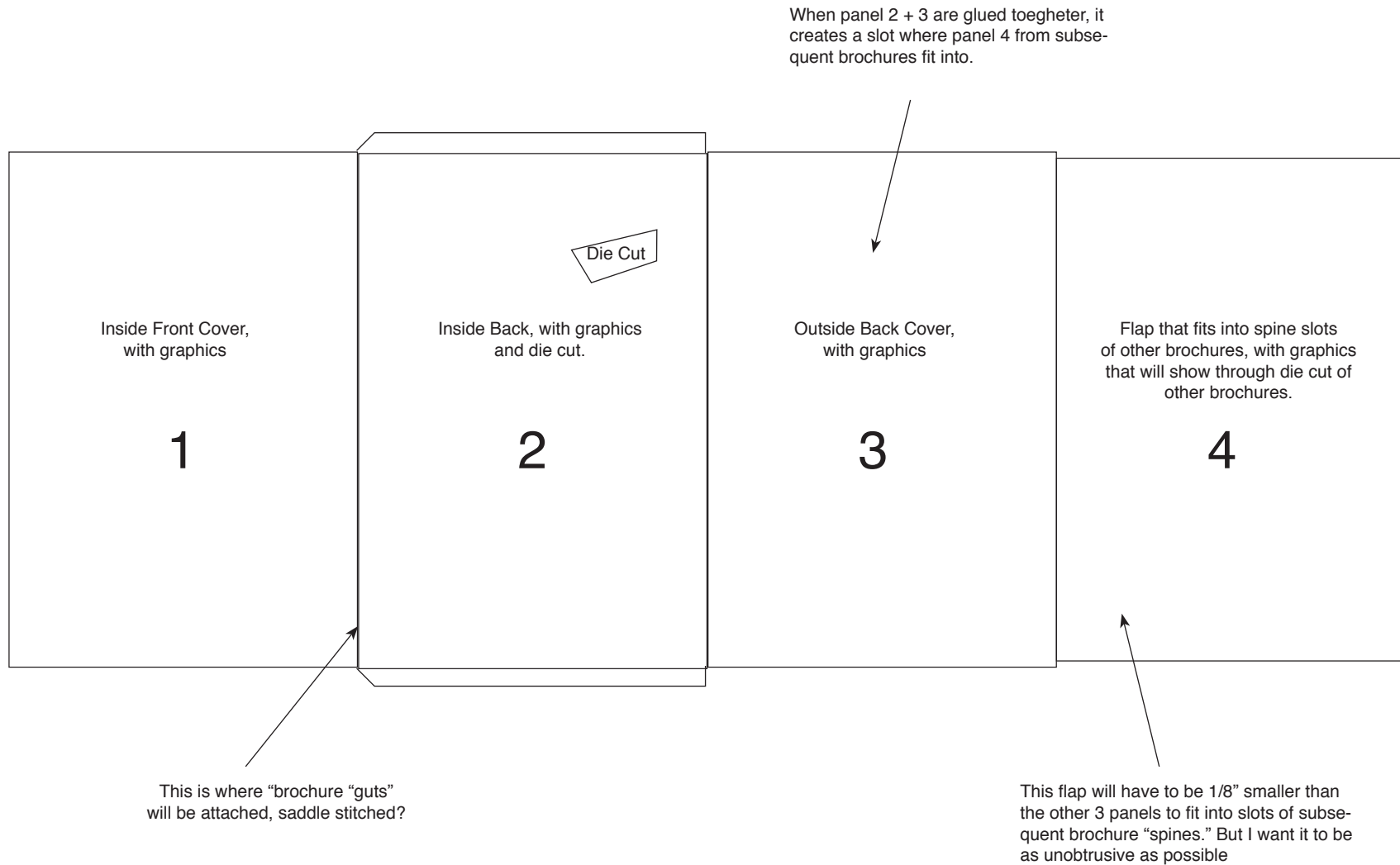
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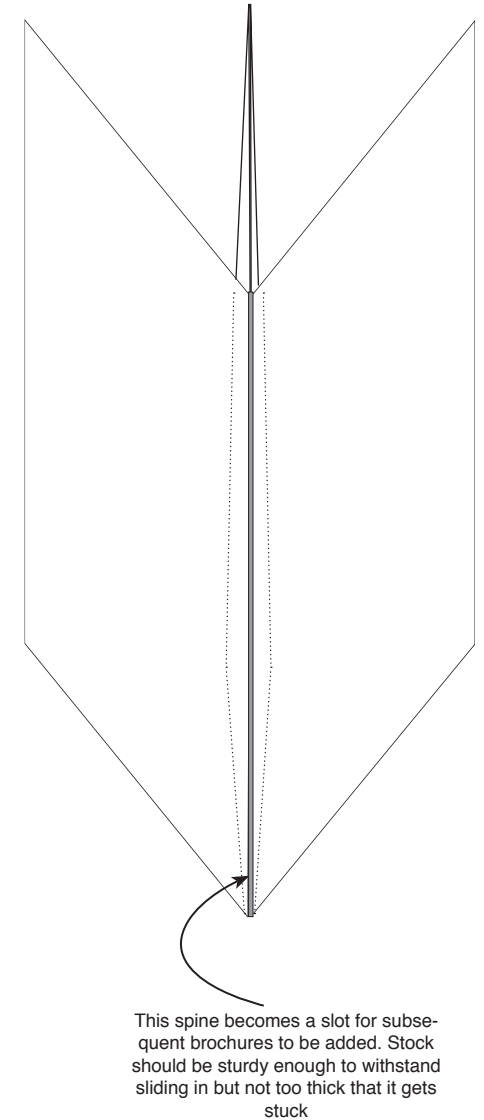
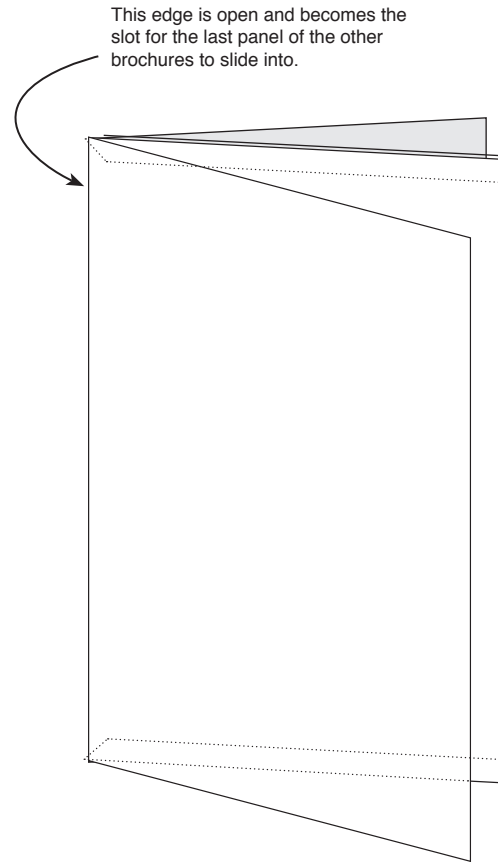
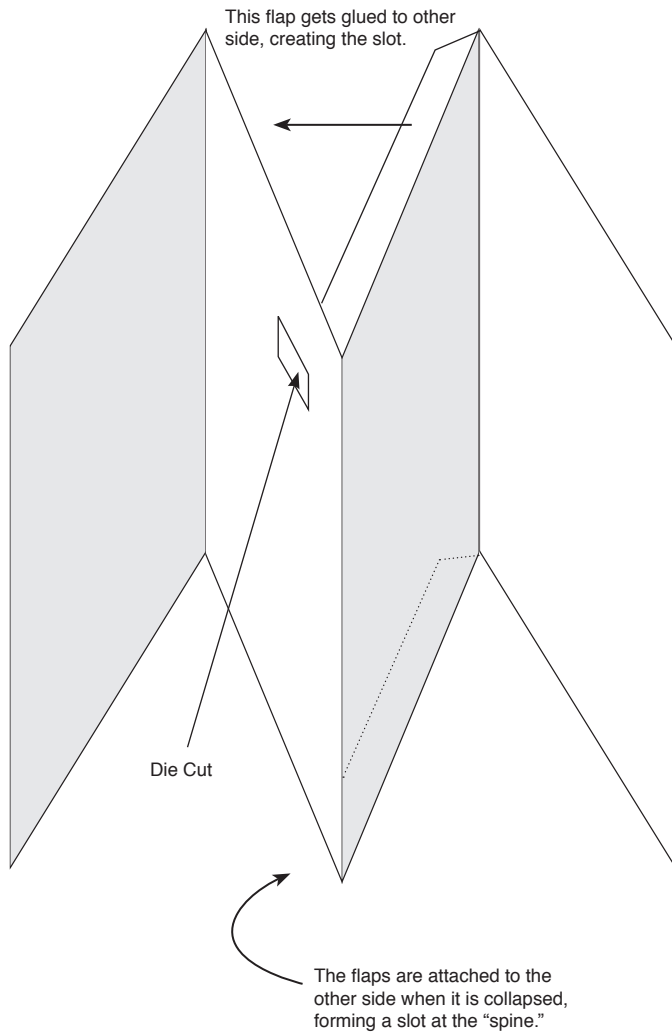
THE MINI BROCHURE COVERS (FRONT)



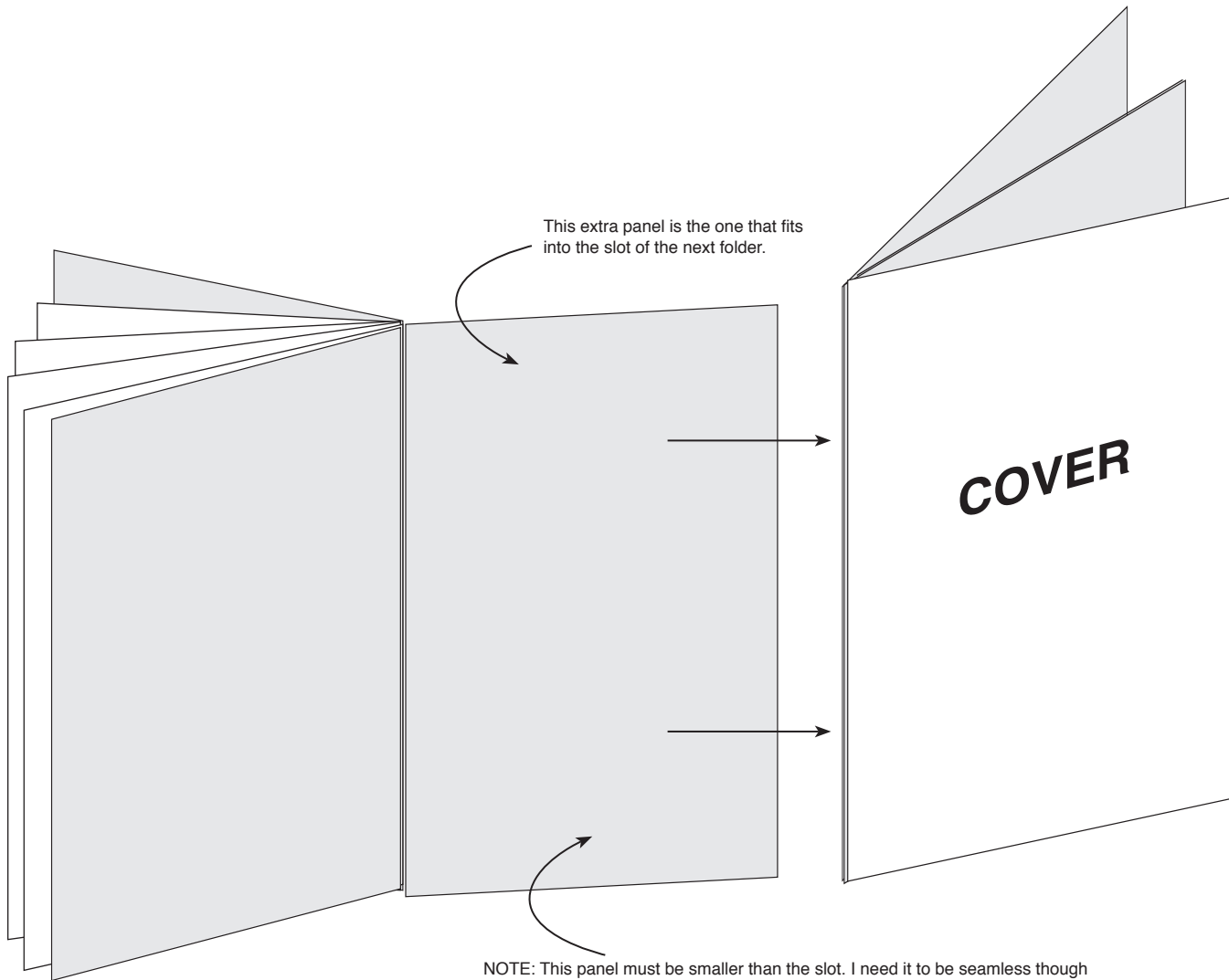
THE MINI BROCHURE COVERS (BACK)



SMALLER BROCHURES (INSIDE)
6 SEPARATE VERSIONS



This will be the outside of each of the 6 brochures. They are modular and the last panel is designed to fit into the subsequent "spine" of each other. The 6 versions are: Graphic Design, Interior Design, Fashion Design, Painting & Print Making, Masters Program, and Admissions.

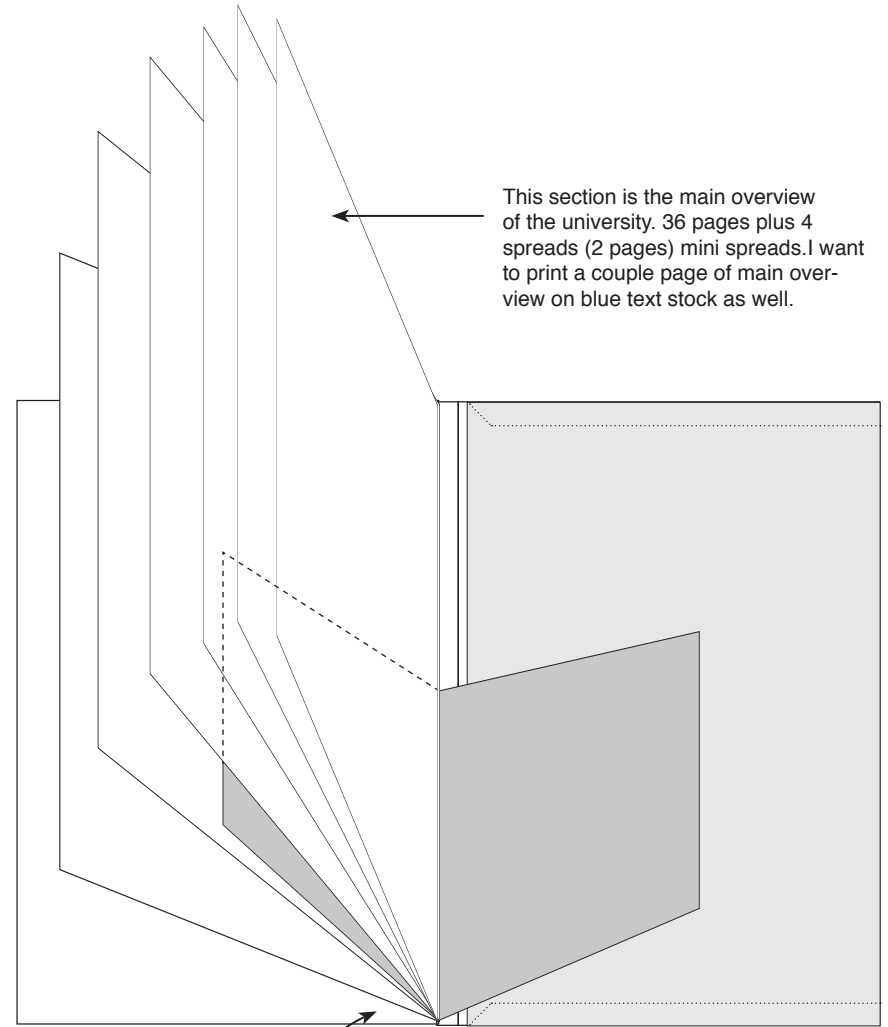
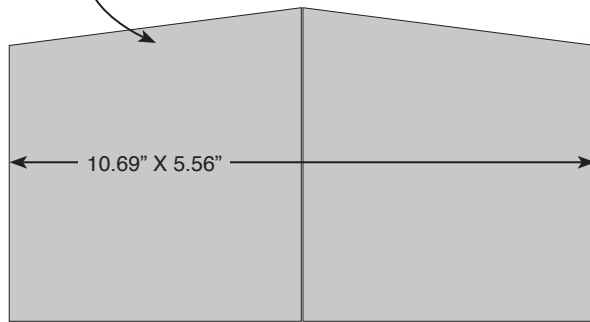


This extra panel is the one that fits into the slot of the next folder.

NOTE: This panel must be smaller than the slot. I need it to be seamless though and fuction smoothly. Any ideas? Maybe 1/8" smaller?

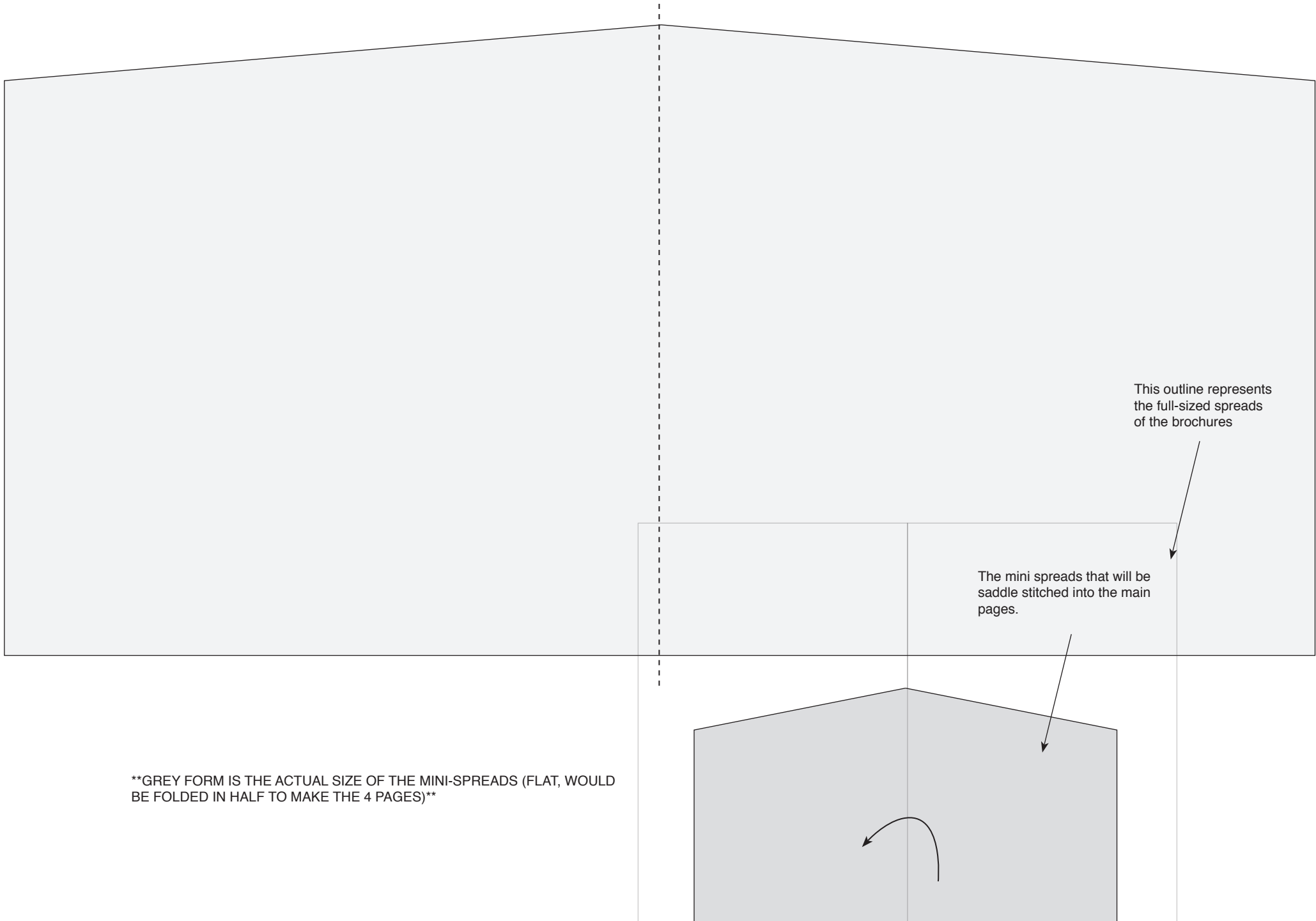
MINI SPREADS

These separate, mini-spreads to be printed on separate colored stock, 1/C, and saddle-stitched into the main pages as well as the individual brochures. 2 per main overview, 1 per brochure.



This section is the main overview of the university. 36 pages plus 4 spreads (2 pages) mini spreads. I want to print a couple page of main overview on blue text stock as well.

The mini spreads go into main section AND separate brochures.



ADMISSIONS BROCHURE: THIS IS THE ONLY BROCHURE THAT HAS 16 PAGES (PLUS COVER) AND THE LAST PAGE HAS THESE EXTRA PANELS, SHOWN BELOW WITH PERFORATION AS INDICATED BY THE DOTTED LINES.

