

**SALEM STATE COLLEGE  
352 Lafayette Street  
Salem, MA 01970**

**ADVERTISING SERVICE  
SOLICITATION NO. SSC 01-11**

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**ADVERTISING SERVICES  
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**SECTION A - STATEMENT OF WORK**

Independently, and not as an agent of Salem State College, the Contractor shall furnish all labor, materials, and services to complete work as specified in this solicitation.

**I. GENERAL:**

Salem State College, Salem, MA is seeking advertising agencies to provide: full service quality design formats, personalized service with a quick turnaround for placement of employment advertisement (recruitment), display advertising, interactive advertising, radio, TV, cable, outdoor transit, public notice, web or specialized advertising and/or other advertising as recommended or requested, on an as needed basis. Annual volume is approximately \$500,000 per year.

**II. REQUIREMENTS:**

- A. Ability to provide quick turnaround time on placement of ads. Define quick turnaround time. **Notification to College of any advertising or editorial opportunities created by specialized supplements or sections in media with which we work.**
- B. Good quality design formats; **stimulating and creative advertising concepts from which to choose.** Explain **and showcase** your in-house capabilities.
- C. Commitment to providing the most cost-effective strategies in placing employment ads and maximizing opportunity to save money for display advertising. Obtain the lowest rates for College-wide advertising based on non-profit status and/or total column-inches. The vendor should explain the advantages of combining all departments' advertising so that the college would get the best discounts based on total column-inches.
- D. Provide us with reports of advertisement expenditures on a monthly basis by department.
- E. Provide tear sheets attached to each invoice submitted by the agency.
- F. The vendor must be able to place ads in all media outlets including non-traditional journals, small regional newspapers, as well as specialized publications, or trade journals,

some of which are out of state. Please explain the scope and breadth of the newspapers, magazines, and journals that you represent or work with.

- G. List the advantages of working with your agency over the competition in the market place. What are your core competencies?
- H. Given the requirements described in "General Statement of Work", provide a list of services and rates for each type that your company would be able to provide. What are your billing practices? When does the clock start, stop? Phone calls, emails, etc. Include how you handle camera-ready ads. Do you do production of camera-ready ads when necessary? Please include pricing of ad design and production.
- I. Does your company provide in-house publication support? Please explain. What are the costs associated with charges for graphic design?
- J. The vendor must conform to the College standards for electronic transmittal of information.
- K. The College will supply you with one purchase order at the beginning of our fiscal year for recruitment advertising. The amount of money on this blanket purchase order will be divided among the seven areas of the college. Original invoices are sent to Accounts Payable. Advertising outside of the blanket recruitment P.O. is done on a P.O. by P.O. basis or on a blanket P.O. for each department buying display advertising. **In no case would work be done without a P.O.**
- L. Please explain how you are paid. Do you charge us for advertising or get a commission from your vendors?
- M. Bidders should be able to exhibit commitment to enhancing the image of Salem State College to potential students, benefactors, and the greater North Shore Region.
- N. Bidders should exhibit commitment to maximizing advertising opportunities, i.e., special supplements, combining more than one use in a single ad.

## **SECTION B - PRICE SCHEDULE**

Please supply costs associated with these services.

## **SECTION C - SPECIAL CONTRACT PROVISIONS**

### **Article I - Standard of Performance**

The Contractor shall perform the services in a reasonable, prudent, and professional manner, meeting all required deadlines in a creative and state-of-the-art format. Contractor shall at all

times act in good faith and in the best interest of Salem State College, and use its best efforts and exercise sound business judgement in performing the services under this contract.

## **Article II - Period of Performance/Deliveries**

The period and performance shall begin on or about some time in July 2001 but not later than August 1, 2001, the effective date of this contract, and extend through June 30, 2004, renewable for two one-year periods. **The contract will be reviewed annually and based on timely delivery of results, quality of deliverables, and pricing, a decision will be made to continue or terminate the contract.** The Contractor shall complete all requirements of Section A, "Statement of Work" during this period.

## **Article III - Consideration**

In consideration for satisfactory performance and acceptance of the goods and services described herein, the contractor shall be paid prices in accordance with Section B, "Price Schedule" and all **invoices verified through the Accounts Payable Department. Each invoice will require the signature of a department head.**

## **Article IV - Billing Instruction**

Invoices shall include (1) the purchase order number and (2) items covered by the invoice. Invoices shall be submitted in duplicate, with an original and one (1) copy sent to:

Salem State College  
Accounts Payable Department  
352 Lafayette Street  
Salem, MA 01970-5353

## **Article V - Price Warranty**

By acceptance of this contract, the Contractor warrants that the prices charged do not exceed those currently charged by the Contractor to any other customer purchasing the same goods and services in like or smaller quantities under similar conditions. Please tell us how long the prices that are quoted are in effect.

## **Article VI- Advertising and Publicity**

Neither the contractor nor its subcontractors, if any, shall issue or sponsor any advertising or publicity that says or implies that Salem State College recommends or prefers its services. The Contractor may, however, use Salem State College as a confidential reference in seeking other business.

## **Article VII - Inspection and Acceptance**

Inspection and acceptance shall be accomplished by the respective department head requiring advertising services at Salem State College.

## **Article VIII - Packaging, Packing, and Marking**

Deliverable items, if any, shall be packed and packaged in accordance with the Contractor's best commercial practice to ensure delivery undamaged to the destination.

## **Article IX - Contract**

The successful bidder for this contract will be required to sign a standard State contract with the College, a copy of which is attached to these specifications.

## **Article X - Order of Precedence**

Any inconsistency in this contract, unless otherwise provided herein, shall be resolved by giving precedence in the following order: (1) Special Provisions; (2) Statement of Work; (3) Terms and Conditions of the Solicitations, if any; (4) Salem State College General Provisions; and (5) Other provisions of the contract, when attached or incorporated by reference.

## **Article XI - Payment**

Invoices will be paid net 30 days following receipt of a correct invoice. All invoices must be approved by the Salem State College appropriate department head requesting services prior to payment.

## **Article XII - Disclosure and Handling of Confidential Information**

The Contractor agrees to hold all information in performance of this contract in strict confidence, and not disclose it either to any person outside Salem State College or to any Contractor employee not involved in the performance of this contract. Furthermore, the Contractor agrees not to use any such confidential information for any other purpose than the performance of this contract.

## **Article XIII - Option to Extend the Term of the Contract (Soft Option)**

- A. This contract is renewable, at the option of Salem State College, by the Contracting Officer giving preliminary notice to the Contractor at least thirty (30) days before the contract expires. Such preliminary notice will not commit Salem State College renewal, but is to advise the Contractor that a request for proposal is forthcoming for services similar to those required during the basic contract period.

- B. Upon receipt of a purchase order from the Purchasing Department, the Contractor shall begin services as stated in original pricing on requirements shall be deemed to be a dispute concerning a question of fact within the meaning of the general provisions clause entitled "Disputes".

#### **SECTION D - SOLICITATION INSTRUCTIONS AND CONDITIONS**

1. It is anticipated that this solicitation will result in a Firm Fixed Price contract for the purchase of the goods and services described in Section A, "Statement of Work" and attachments, with a period of performance to commence from the effective date of the executed contract until the completion of the contract.
2. Any proposal submitted under this solicitation should be signed with an original signature by an official authorized to submit offer and contractually bind the organization submitting the proposal.
3. The proposal shall stipulate that it is predicated upon all the terms and conditions of this Request for Proposals and shall acknowledge any amendments thereto.
4. Envelopes containing responses to this Request for Proposal should be marked with the Solicitation Number SSC 01-11. Also, please reference the solicitation number in your cover letter.
5. Each offeror shall furnish the information required to various pages of the solicitation. The offeror shall print or type his name on any sheets on which he enters any information or makes any changes.
6. **Addresses for submission of proposals:**
  - (a) **Proposals may be mailed to the following address:**  
**Salem State College**  
**Attn: Evelyn Wilson, C.P.M.**  
**Director of Purchasing & Materials Management**  
**352 Lafayette Street**  
**Salem, MA 01970-5353**
7. Modifications of otherwise acceptable proposals submitted after the RFP due date may be considered by Salem State College at any time prior to award. Modifications should be in writing and signed by an official empowered to bind the offeror.
8. Because of the time required by Salem State College to adequately evaluate proposals, offerors are requested to specify a proposal acceptance period of not less than thirty (30) days.
9. Prior to proposal submission, offerors shall examine the Contract Special Provisions and note all conditions and limitations, which may influence execution or completion of the

work required. Any discrepancies noted should be identified in writing to the Salem State College Contracting Officer for resolution prior to submission of proposals. Any substantive information given to the prospective offeror will be furnished to all prospective offerors as an amendment to the solicitation.

10. If Salem State College, at any time prior to the due date for receipt of proposals, amends or changes any part of the RFP, then the issuing officer will transmit an appropriate notification to all prospective offerors, and each offeror shall acknowledge in writing the receipt of any such amendment, unless otherwise provided for in the particular amendment.
11. Any amendment to this solicitation and the information described in paragraph 9 above will be mailed to potential offerors who are on the list kept by Salem State College Purchasing Department described on page 1. Those who receive this solicitation other than directly from Salem State College and wish to submit an offer should make themselves known to Evelyn Wilson. Her telephone number is (978) 542-6152. Offerors should also report changes or corrections of address or contact person to her.
12. The officer chosen for this award should have satisfactory financial and technical capability and supervisory managerial organization to ensure satisfactory performance of the contract. The offeror chosen for award should have established and acceptable record for completion of contracts for work of similar character and extent. Salem State College will be the sole judge of the offeror's ability to perform satisfactorily under the contemplated contract.
13. Award of Contract
  - (a) The contract will be awarded to the responsible offeror whose offer conforming to this solicitation will be most advantageous to Salem State College, price, and other factors considered.
  - (b) Salem State College reserves the right to reject any and all offers and to waive informalities and minor irregularities in offers received.
  - (c) A written award or acceptance of offer mailed or otherwise furnished to the successful offeror within the time for acceptance specified in the offer shall be deemed to result in a binding contract without further action by either party.
  - (d) Salem State College may accept, within the time specified therein, any offer, whether or not there are negotiations subsequent to its receipt, unless the offer is withdrawn by written notice received by Salem State College prior to award. If subsequent negotiations are conducted, they shall not constitute a rejection or counteroffer on the part of Salem State College.
  - (e) Salem State College reserves the right to accept other than the lowest offer and to reject any or all offers.

- (f) Salem State College may award a contract based on initial offers received, without discussion of such offers. Accordingly, initial offers should be submitted on the most favorable terms that the offeror could submit to Salem State College.
- (g) It is our intention and we plan to award a single contract, however, if it is deemed appropriate and efficient to award multiple contracts for selected areas of stated services, either choice is an option.

## **SECTION E - PROPOSSAL INSTRUCTIONS**

Offerors shall submit READILY SEPARABLE TECHNICAL AND PRICE PROPOSALS.

### **A. Technical Proposal Instructions**

1. General Information
  - a. Provide complete name and address of submitting firm, including zip code. Indicate whether information is being submitted on behalf of a parent firm or a branch office.
  - b. State the type of ownership or legal structure of the firm; i.e., sole proprietorship, partnership, corporation, or other.
  - c. Provide name, title, and telephone number of (2) people in the firm who are authorized to negotiate and execute contracts. Provide the same information for a contact person if not one of these two.
  - d. Identify categories of services, which the firm is particularly well qualified to perform.
  - e. Indicate dollar volume of business per year for the past three years. Indicate what percentage was for work similar to that described in this solicitation.
  - f. Provide copies of all documentation with the proposal.
  - g. Identify and subcontractors, and provide for all proposed subcontractors in information required for primary contractors.
  - h. Provide at least three (3) references (name, organization, address, phone number, and type of services provided) who can discuss the capabilities of your proposed services.

2. **Specific Information**

- a. The offeror should thoroughly address the requirements referenced in Section A, "Statement of Work" and should explain why the offeror is especially qualified to perform the work described in the solicitation and demonstrate that their approach will, in fact, satisfy each requirement. Simple restatement of the RFP requirements as contractual obligations may be considered unacceptable.

3. **Price Proposal Instructions**

- a. Price proposals shall include all costs associated with the performance of the requirement and a total figure that is the offeror's firm fixed price for the work described.
- b. An offeror's proposal is presumed to represent his/her best efforts to respond to the solicitation. Any inconsistency, whether real or apparent, between promised performance, and the proposed price should be explained in the proposal. For example, if the intended use of new and innovative techniques is the basis for an abnormally low price, the nature of these techniques and their impact on price, should be explained; or, if a corporate policy decision has been made to absorb a portion of the estimated cost, that should be stated in the proposal. Any significant inconsistency, if unexplained, raises a fundamental issue of the offeror's understanding of the nature and scope of the work required and of his/her financial ability to perform the contract, and may be grounds for rejection of the proposal. The burden of proof as to cost credibility rests with the offeror.

**SECTION F - EVALUATION FACTORS**

**A. General**

All proposals should be as complete and specific as possible. The evaluation of proposals will be based on the technical and administrative capabilities of the prospective contractors in relation to the need of Salem State College.

**B. Evaluation Factors**

Proposals submitted in response to the RFP will be evaluated in accordance with the following factors, which are listed with the percentage of importance based on a hundred percent (100%) point system.

- 20% 1. Technical approach for accomplishment of the work described herein as

described in the offeror's proposal, which indicates an understanding of Salem State College's technical requirements, procedures for ensuring quality of work, and a demonstrated capacity to identify, schedule, and manage tasks.

- 30% 2. Experience and technical competence of the firm as evidenced by a past record of successful performance on similar work with respect to such factors as quality of work, adequacy of resources, and meeting timeliness.
- 10% 3. Experience and qualifications of the key personnel proposed for the work described herein, including their technical knowledge and skills in advertising as it relates to college documents and procedures.

**C. Price Evaluation**

- 40% Price will be a significant factor with all the technical evaluation of an offeror's proposal and will not be disregarded in the negotiation and award of a contract under this solicitation. A separate price analysis will be performed on each pricing proposal received. The contract will be awarded on each pricing proposal received. The contract will be awarded to the responsible offeror whose proposal conforming to the solicitation will be the most advantageous to Salem State College, price, and other factors considered.

**SECTION G - PROPOSED TIMETABLE**

- A. It is expected that on June 8, 2001, the bid will be sent out.
- B. A pre-bid conference is scheduled for Monday, June 18, 10:00 a.m.-12:00 noon in the Dining Commons room 101B.**
- C. It is expected that the proposals will be returned by **June 29, 2001.**
- D. During the month of July the Selection Committee will read the proposals, share them with other users of this service on campus, and identify viable candidates.
- E. Viable candidates who meet all criteria will be asked to come in during July and make a presentation.
- F. After all presentations have been heard, a recommendation will be made to the Cabinet.
- G. It is expected a contract will be signed effective in mid July but not later than August 1, 2001.

