

REQUEST FOR QUOTATION <i>(THIS IS NOT AN ORDER)</i>		*imperative*			PAGE 1	OF	PAGES 11
1. REQUEST NO. RFQ 15-22	2. DATE ISSUED 03/06/15	3. REQUISITION/PURCHASE REQUEST NO.	4. CERT. FOR NAT. DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1 >	RATING			
5A. ISSUED BY NATIONAL ENDOWMENT FOR THE ARTS (NEA) CONSTITUTION CENTER, 400 7TH STREET, SW, 3RD FL WASHINGTON, DC 20506			6. DELIVER BY (Date)				
5B. FOR INFORMATION CALL: (Name and telephone no.) (No collect calls) LATONCA HARRIS (202) 682-5476			7. DELIVERY FOB DESTINATION OTHER (See Schedule)				
8. TO: NAME AND ADDRESS, INCLUDING ZIP CODE PROSPECTIVE OFFERORS			9. DESTINATION (Consignee and address, including ZIP Code)				
10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS (Date) Please furnish Quotations before or by 6:00PM on FRIDAY, MARCH 20, 2015							

IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in Block 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotation must be completed by the quoter.

12. SCHEDULE (Include applicable Federal, State and local taxes)

ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY ©	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)
0001	<p>Quotations are requested to provide desktop publishing, design, page layout, and typesetting to prepare four (4) issues of "NEA Arts", the agency's magazine for 2015 in accordance with the timeline for performing the contract, the Statement of Work, a firm fixed price and deliver the final product to the National Endowment for the Arts, Office of Public Affairs in Washington, DC.</p> <p>Please refer any QUESTIONS concerning this request to Latonca M. Harris via email at HARRISL@ARTS.GOV by 6:00 pm (EST) on Tuesday, March 10, 2015.</p> <p>Quotations must include your DUNS & TIN and be received by the closing date and time stated above via email to HARRISL@ARTS.GOV</p>	1	Lot	\$	\$
13. DISCOUNT FOR PROMPT PAYMENT >	10 CALENDAR DAYS %	20 CALENDAR DAYS %	30 CALENDAR DAYS %	CALENDAR DAYS %	

14. NAME AND ADDRESS OF QUOTER (Street, city, county, State, and ZIP Code)	15. SIGNATURE OF PERSON AUTHORIZED TO SIGN PROPOSAL	16. DATE OF PROPOSAL
	17. NAME AND TITLE OF SIGNER (Type or print)	18. TELEPHONE NO. (Include area code)

**REQUEST FOR QUOTATION (RFQ) 15-22 CONTINUATION OF STANDARD FORM 18
SECTION B
SUPPLIES/SERVICES AND PRICES**

B.1 General

The contractor shall provide desktop publishing, design, page layout, and typesetting to prepare four (4) issues of the National Endowment for Arts (NEA) *NEA Arts* magazine for 2015 and deliver the final product to the National Endowment for the Arts, Office of Public Affairs, located in Washington, DC.

B.2 Contract Type

Firm Fixed Price

Period of Performance: Date of Award through February 29, 2016.

<u>ITEM No.</u>	<u>SUPPLIES OR SERVICES</u>	<u>QTY</u>	<u>UNIT</u>	<u>UNIT PRICE</u>	<u>AMOUNT</u>
1.	Cover layout: 4 PMS colors for each issue	4	Issues	\$	\$
2.	Interior Pages Mock-up (4 PMS colors) for each issue	4	Issues	\$	\$
3.	Layout and Typesetting (approx. 24 pages each issue)	4	Issues	\$	\$
4.	Final Format and disk form for GPO with document, also in PDF files	4	Issues	\$	\$
5.	E-Book production	4	Issues	\$	\$
6.	Materials and Couriers	4	Issues	\$	\$
7.	Authors Alterations	20	Hours	\$	\$
8.	Consultation on Printing	4	Hour	\$	\$
GRAND TOTAL FOR PROJECT*:					\$

***All-inclusive price (inclusive of all over-head, related costs, etc.)**

SECTION C
DESCRIPTION/SPECIFICATIONS/STATEMENT OF WORK

C.1 SCOPE OF WORK

The contractor shall provide desktop publishing, design, page layout, and typesetting to prepare four (4) issues of the National Endowment for Arts (NEA) *NEA Arts* magazine for 2015, in addition to an interactive e-book for each issue that would include audio and video components. The magazine will include articles on issues in the arts community, interviews with artists and arts leaders, and features on NEA and arts-related projects. Each issue will usually revolve around a particular theme. The magazine is printed by the GPO-contracted printer for the NEA. The audience for the publication is primarily the general public and the arts community. The contractor shall deliver the final product to the National Endowment for the Arts, Office of Public Affairs, located in Washington, DC.

C.2 DETAILED SPECIFICATIONS

2.1 General

The *NEA Arts* magazine will be 24 pages and published quarterly. Approximate publication dates are as follows:

- No. 1: April
- No. 2: August
- No. 3: November
- No. 4: January 2016

The Contractor shall use the existing masthead for the cover. The work will include submission of mock-ups; layout of pages; sizing and positioning of images; design and production of the cover and masthead; design and production of all pages. The contractor shall supply the final product on disk for the Government Printing Office (GPO) and a PDF for uploading to the NEA website. In addition, the contractor will create versions of each issue of the magazine as '.epub' and '.mobi' files that can be read on tablets, e-Readers, and smart phones.

2.2 Preliminary Designs

The Contractor shall provide design plans for front and back covers, masthead, narrative text pages, and use of photos and other images for each issue. Each issue will require approximately five cover layouts with photos provided by the NEA. Preliminary design matter will include typefaces to be used. Style of presentation for graphic materials, cropping techniques, and other special treatment of photos (such as silhouetting) or other images to be used throughout the publication should also be included. This phase of the design work will be completed within five (5) business days after receiving material from the Project Director. The Contractor will then complete the design within three (3) business days of receiving comments on proofs from the Project Director. At least one (1) meeting at the Project Director's office will be required to discuss the magazine after award of the contract.

2.3 Page mock-ups

All design work, (including the cover, layout, and use of graphics) will be performed to the reasonable satisfaction of the Project Director. The Contractor shall crop and size approximately 15-25 images per issue and insert all related captions in the appropriate places.

2.4 Cover

The contractor shall provide costs for four (4) PMS colors.

2.5 Proofs

The Contractor shall provide as many as five (5) rounds of laser proofs (300 to 600 dpi). The proofs may be sent as PDF at the discretion of the Project Director. The Project Director will transmit small edits and layout changes to the Contractor by e-mail.

2.6 Layout of Text Pages

The Contractor shall work with the Project Director to achieve an appropriate layout. The Contractor shall accommodate minor changes after the initial layout is approved.

2.7 Desktop Publishing and E-Book Version

The Endowment will provide the text, photos (in electronic form), and other copy (such as captions, alt tag text, etc.) to the Contractor in Microsoft Word. The Contractor, shall, in turn, provide all ready-to-print materials, including fonts, approved by the Project Director.

The contractor will also create '.epub' and '.mobi' electronic book versions of each issue that will be downloadable from the NEA website. The e-book versions will have audio and video components that will be provided by the NEA. The design will match the print version with the addition of the audio/video components, some new written content, and hyperlinks to specific areas of the NEA website or outside sources. The e-book version will be completed within two weeks after print version is submitted to printer.

2.8 Authors Alterations

The Endowment may require author's alterations for up to 10 percent of the type of the first galleys at no additional charge.

2.9 Consultation on printing

The Contractor shall consult with the GPO (Government Printing Office), printer, and Project Manager regarding printing and review of the print proofs.

SECTION D PRESERVATION, PACKAGING AND MARKING

Not Applicable.

SECTION E INSPECTION AND ACCEPTANCE

E.1 52.252-2 Clauses Incorporated by Reference (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address: <https://www.acquisition.gov/far/>

E.2 52.246-4 Inspection of Services—Fixed-Price (AUG 1996)

E.3 Inspection and Acceptance

FAR Clause 52.246-4 Inspection of Services – Fixed Price, will govern inspection and acceptance of all services performed by the Contractor. The Contractor is responsible for carrying out its obligations under this contract by controlling the quality of all services rendered and ensuring performance of all contract requirements.

SECTION F DELIVERIES OR PERFORMANCE

F.1 Timeline for Performing Contract Requirements

- The Contractor shall provide layouts to the Endowment within five (5) business days after receiving materials from the Project Director.
- The Contractor shall provide proofs of alterations within three (3) business days after receiving comments from the Project Director.
- The Contractor shall submit a final product to the Project Director (or the printer as designated) on a computer disk that includes PDF file, completed GPO Form 952 (Disk Information), and one (1) hard copy of the final product according to the schedule in item 1 of Detailed Specifications for each of the quarterly issues in 2013.

F.2 Term of Contract

The contract term is from the date of award as shown in Section B and all **work** is expected to be **completed by February 29, 2016.**

F.3 Notice to the Government of Delays

Required services shall begin at time of award in accordance with the Statement of Work/other attached documentation as noted. The Contractor is responsible for carrying out its obligations under this contract by controlling the quality of all services rendered and ensuring performance of all contract requirements. To this end, the Contractor shall establish, maintain, and manage a quality control system throughout the life of this contract. In the event the Contractor encounters difficulty in meeting performance requirements, or when the contractor anticipates difficulty in complying with the **contract delivery schedule** or completion date, or whenever the Contractor has knowledge that any actual or potential situation is delaying or threatens to delay the timely performance of this contract, the Contractor shall **immediately notify the Contracting Officer and the Project Director**, via telephone giving pertinent details. However, this provision shall be informational only in character and this provision shall not be construed as a waiver by the Government of any delivery schedule or date, or any rights or remedies provided by law or under this contract.

F.4 Deliverables

Approximate publication dates are as follows:

No. 1: April

- No. 2: August
- No. 3: November
- No. 4: January 2016

SECTION G
CONTRACT ADMINISTRATION DATA

G.1 NEA Project Director

G.1.1 Upon award, a NEA Project Director will be designated to coordinate the technical aspects of this contract and inspect items/services furnished hereunder; however, he shall not be authorized to change any terms and conditions of the resultant contract, including price.

G.1.2 The NEA Project Director is authorized to certify (but not to reject or deny) invoices for payment in accordance with enclosed payment terms. The authority to reject or deny performance and associated invoice payment is expressly reserved for the Contracting Officer.

G.1.3 The **NEA Project Director** for this contract is:

To be determined at time of award
National Endowment for the Arts
Constitution Center, 400 7th Street, SW, Second Floor
Washington, DC 20506
(202) 682-

G.1.4 The **Contracting Officer** for this contract is:

Latonca M. Harris
National Endowment for the Arts
Constitution Center, 400 7th Street, SW, Third Floor
Washington, DC 20506
(202) 682-5476

Written communications shall make reference to the award contract number and shall be mailed to the above address.

G.2 Invoice Requirements

G.2.1 Written communications shall reference the contract number and shall be e-mailed to the Contracting Officer/Project Director as necessary. Project-related questions may be directed to the Project Director while contract/cost related questions must be directed to the Contracting Officer. Questions regarding any changes to the contract whatsoever must be directed to the Contracting Officer.

G.2.2 Payment for actual work and services rendered under this contract will be made. Payment will be made by the National Endowment for the Arts via Electronic Funds Transfer (EFT) and in accordance with the contract clause 52.212-4 Contract Terms and Conditions--Commercial Items (SEPT 2013), and 52.232-33 Payment by Electronic Funds Transfer— System For Award Management (JUL 2013), upon submission of commercial invoices to the Endowment Finance Office, Second Floor.

G.2.3 The office that will make the payments due under this contract (i.e., the designated payment office) is shown below. **Invoices shall be emailed to the email address below:**

NEAINVOICES@ARTS.GOV

National Endowment for the Arts
Finance Office, Second Floor
Constitution Center
400 7th Street, SW
Washington, DC 20506

To constitute a proper invoice, the following information and/or attached documentation shall be included with the invoice.

- (1) Name and address of the Contractor
- (2) Invoice date.
- (3) **Contract number.**
- (4) Period covered by the invoice.
- (5) Number and description, quantity, unit price and extended total for the period covered applicable to Section B, Supplies/Services and Prices.
- (6) Cumulative amounts billed by to date.
- (7) Name and address of Contractor official to whom payment is to be sent (must be the same as that in the contract or in a proper notice of assignment).
- (8) Taxpayer Identification Number.
- (9) Data Universal Numbering System (DUNS) Number.

PLEASE NOTE:

The successful contractor is required to be registered in the System For Award Management (SAM) at: <https://www.sam.gov/portal/public/SAM/>. (This was previously known as CCR - the Central Contractor Registration.)

Assistance with SAM account may be found here: <https://www.fsd.gov/app/answers/list>.

**SECTION H
SPECIAL CONTRACT REQUIREMENTS**

H.1 Contract Type

This is a Firm Fixed Price Commercial Item Contract.

H.2 Special Contract Requirements

Private Use of Contract Information and Data

Except as specifically authorized by this contract, or as otherwise approved by the Contracting Officer, information and other data developed or acquired by or furnished by the Contractor in the performance of this contract, shall be used by the Contractor only in connection with the work under this contract. The contractor must obtain permission through a written request to the Contracting Officer and approval from the NEA's General Counsel Office prior to releasing any data for use outside of the performance of this NEA contract.

In accordance with the Federal Acquisition Regulation (FAR) 52.227-14(b) Rights in Data-General, the Contractor shall guarantee strict confidentiality of the information and data that is provided by the Government during the performance of the contract. The Government has determined that some of the

information and data that the Contractor will be providing during the performance of the contract is of a sensitive nature and cannot be disclosed in any manner.

SECTION I CONTRACT CLAUSES

52.252-2 Clauses Incorporated By Reference (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text may be accessed electronically at this Internet address: <http://www.acquisition.gov/far/>.
(End of clause)

52.212-4 Contract Terms and Conditions--Commercial Items. (DEC 2014) (Incorporated By Reference)

52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders- Commercial Items. (DEC 2014)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

(1) 52.209-10, Prohibition on Contracting with Inverted Domestic Corporations (Dec 2014)

(2) 52.222-50, Combating Trafficking in Persons (FEB 2009) (22 U.S.C. 7104(g)).

____ Alternate I (AUG 2007) of 52.222-50 (22 U.S.C. 7104(g)).

(3) 52.233-3, Protest After Award (AUG 1996) (31 U.S.C. 3553).

(4) 52.233-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Public Laws 108-77, 108-78 (19 U.S.C. 3805 note)).

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

[Contracting Officer check as appropriate.]

 X (25) 52.222-3, Convict Labor (June 2003) (E.O. 11755).

 X (49) 52.232-33, Payment by Electronic Funds Transfer— System For Award Management (JUL 2013) (31 U.S.C. 3332).

(End of Clause)

52.227-14 Rights in Data-General. (MAY 2014) (Incorporated By Reference)

52.246-4 Inspection of Services -- Fixed-Price (AUG 1996) (Incorporated By Reference)

52.217-8 Option to Extend Services (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 30 days. (End of Clause)

**SECTION J
LIST OF ATTACHMENTS**

Not Applicable

SECTION K

52.212-3 Offeror Representations and Certifications—Commercial Items.

As prescribed in 12.301(b)(2), insert the following provision:

OFFEROR REPRESENTATIONS AND CERTIFICATIONS—COMMERCIAL ITEMS (MAY 2014)

The Offeror shall complete only paragraph (b) of this provision if the Offeror has completed the annual representations and certifications electronically (filed online) via the System For Award Management (SAM) website accessed through <https://www.sam.gov/portal/public/SAM/>. If the Offeror has not completed the annual representations and certifications electronically, the Offeror shall complete only paragraphs (c) through (p) of this provision. If an offeror is experiencing technical difficulties during this process and is not registered at the time of proposal submission, a manually filled copy of the clause 52.212-3 Offeror Representations and Certifications - Commercial Items (DEC 2014) must be turned in along with the proposal. This shall not count towards any stated page limits for the proposal.

Registering an active account in SAM is REQUIRED for contract award. For assistance with creating a SAM account, please visit the link in the paragraph above.

**SECTION L
INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS**

52.212-1 INSTRUCTIONS TO OFFERORS--COMMERCIAL ITEMS (APR 2014)

- (a) North American Industry Classification System (NAICS) code is 541430 and small business size standard is \$7.5 M.
- (b) **Submissions shall include:**
- **Signed Standard Form 18, page 1.**
 - A **brief proposal** addressing how the Contractor would approach designing the *NEA Arts* magazine to complement the content. Samples of previous issues can be found at <http://arts.gov/NEARTS/archive>. Explain how the offeror shall comply with the schedule of deliverables.
 - Fully Complete the **Pricing** Table in Section B. The cost proposal shall include all direct and indirect costs, and any other factor which contributes to the total firm fixed price:

The offeror's initial proposal should contain the offeror's best terms from a cost or price and technical standpoint. The Government reserves the right to conduct clarifications, if later determines to be necessary. Offerors may be given an opportunity to clarify certain aspects of their Quotations.

(c) *Period for acceptance of offers.* The offeror agrees to hold the prices in its offer firm for **30** calendar days from the date specified for receipt of offers, unless another time period is specified in an addendum to the solicitation.

- **Past Performance**

At least two (2) references, including name and telephone number of point of contact for similar efforts successfully performed by the Contractor.

(d) **Product Samples:** Provide hard copies or hyperlinks to related types of arts-related magazines or publications demonstrating an ability to design an arts-related magazine, as well as work samples of previously created e-books (please include links to access them). **Samples shall be submitted at no expense to the Government. (provide return postage).**

(e) NA

(f) NA

(g) *Contract award* (not applicable to Invitation for Bids). The Government intends to evaluate offers and award a contract without discussions with offerors. Therefore, the offeror's initial offer should contain the offeror's best terms from a price and technical standpoint. However, the Government reserves the right to conduct discussions if later determined by the Contracting Officer to be necessary. The Government may reject any or all offers if such action is in the public interest; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

(h) NA

(i) NA

(j) *Data Universal Numbering System (DUNS) Number.* The offeror shall enter, on the cover page of its offer with its name and address, the annotation "DUNS" followed by the DUNS number that identifies the offeror's name and address. If the offeror does not have a DUNS number, it should contact Dun and Bradstreet directly to obtain one. An offeror within the United States may contact Dun and Bradstreet by calling 1-866-705-5711 or via the Internet at <http://fedgov.dnb.com/webform>. The offeror should indicate that it is an offeror for a Government contract when contacting the local Dun and Bradstreet office.

(k) *System for Award Management.* Unless exempted by an addendum to this solicitation, by submission of an offer, the offeror acknowledges the requirement that a prospective awardee shall be registered in the SAM database prior to award, during performance and through final payment of any contract resulting from this solicitation. If the Offeror does not become registered in the SAM database in the time prescribed by the Contracting Officer, the Contracting Officer will proceed to award to the next otherwise successful registered Offeror. Offerors may obtain information on registration and annual confirmation requirements via the SAM database accessed through <https://www.acquisition.gov>.

(l) *Debriefing.* If a post-award debriefing is given to requesting offerors, the government will do so in accordance with this provision. (End of provision)

**SECTION M
EVALUATION FACTORS FOR AWARD**

FAR 52.212-2 Evaluation--Commercial Items (OCT 2014)

- (a) The Government will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, taking into account price and other factors. For each evaluation factor, a point scoring system will be used to rank all proposals, using a **rating scale of 100%**. The evaluation will include three (3) major areas **Proficiency of the Written Proposal (20%)**, **Quality of Work Samples (samples of publications) (45%)** and **Price (35%)**. In order to select the winning offeror, NEA will rank offerors from best to worst by making paired comparisons, trading off the marginal differences in capability and price. If one offeror has both the better capability and the lower price, then that offeror will be the better value. If one offeror has the better capability and the higher price, then the technical evaluation panel will decide whether the marginal difference in capability is worth the marginal difference in price. If the technical evaluation panel considers the better capability to be worth the higher price, then the more capable, higher-priced offeror will be the better value. If not, then the less capable, lower-priced offeror will be the better value. If more than two proposals are received, the technical evaluation panel will continue to make paired comparisons until s/he decided which offeror represents the best value.
- (b) N/A
- (c) A written notice of award, emailed or otherwise furnished to the successful offeror shall result in a binding contract without further action by either party. This solicitation does not commit the NEA to a contract award.

The evaluation will include the following three (3) major areas and be assigned the following weights:

- **Proficiency of the Written Proposal (20%)**
- **Quality of Work Samples (45%)**
- **Price (35%)**

Below is an explanation for how each factor will be used to evaluate submitted proposals:

- 1. Proficiency of the Written Proposal:** Creative and effective approaches to designing and developing the magazine. Demonstrates the knowledge and experience in executing the work, and meet the required deadlines.
- 2. Quality of Work Samples:** Previous work demonstrates the ability to design an elegant and exciting quarterly arts magazine, as well as engaging, intuitive e-publications.
- 3. Price:** The proposal budget is appropriate to the administration of the project. The Government will evaluate the contractor's proposed prices to make a determination that the costs are fair and reasonable.