



REQUEST FOR PROPOSAL
RFP#REQ786655

Red Cedar Log Yearbook

RFP Timeline	
RFP Issue Date:	April 25, 2024, 2024
Deadline for Respondent Questions to MSU:	May 6, 2024, 1:00 pm Eastern
RFP Response Due Date:	May 20, 2024, 1:00 pm Eastern
Estimated Contract Award	June 28, 2024

RFP Contact	
Name:	Lara Druelle
Email:	punglara@msu.edu
Phone:	(517) 884-6141

DESCRIPTION: Michigan State University (the “**University**” or “**MSU**”) is soliciting proposals through this Request for Proposal (“**RFP**”) to procure yearbooks. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a “**Respondent**” or “**Supplier.**”



PROPOSAL INSTRUCTIONS

- PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing	Pricing for goods and services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in Section 9, Master Service Agreement is submitted by proposal deadline

- EXPECTED RFP TIMELINE.**

Activity	Date
Issue RFP	April 25, 2024, 2024
Deadline for Respondent Questions to MSU	May 6, 2024, 1:00 pm Eastern
RFP Response Due	May 20, 2024, 1:00 pm Eastern
Estimated Contract Award	June 28, 2024

- CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.
- QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to **Section 2** above for the deadline to submit questions.



5. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.
6. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal.** The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.
7. **MANDATORY MINIMUM REQUIREMENTS.** The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements **will be deemed non-qualified and will not be considered.** All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with **Section 8, Evaluation Process.**
8. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Ability to meet scheduling requirements	40%
Product meets the requirements in the SOW	35%
Total cost	25%
	100%

9. **MASTER SERVICE AGREEMENT.** The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.
10. **CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.
11. **RESERVATIONS.** The University reserves the right to:
 - a. Disqualify a Respondent for failure to follow these instructions.



- b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
 - c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
 - d. Consider an otherwise disqualified proposal, if no other proposals are received.
 - e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
 - f. Consider prior performance with the University in making its award decision.
 - g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
 - h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
 - i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
 - j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
 - k. Award multiple, optional-use contracts, or award by type of service or good.
 - l. Evaluate the proposal outside the scope identified in **Section 8, Evaluation Process**, if the University receives only one proposal.
 - m. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.
- 12. AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 8, Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.
- 13. GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs, or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.
- 14. FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq.*, and may be released to third parties in compliance with FOIA or any other law.



RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name Contact role at time of project Contact phone	



Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	



SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings).

1. Background.

The Red Cedar Log (RCL) is the official yearbook of Michigan State University. The award-winning publication is produced and distributed solely by a staff of 26 students. Students with passions rooted in writing, editing, design, photography and business. Funding for the Red Cedar Log is provided by the Associated Students of Michigan State University (ASMSU), an all-University undergraduate student government at MSU. The ASMSU logo is to be prominently displayed on the front page of the yearbook.

The Red Cedar Log is currently considered a Spring delivery book. The obligations of the parties and specifications of the book are listed below. Delivery to ASMSU will have to occur by no later than the third week of April for each contract year.

The ASMSU would like a two (2) year contract with a supplier and the option to extend for three (3) additional one (1) year terms. The first delivery would occur the third week of April 2025.

2. Scope of Work.

Design Specifications

RCL will provide submissions to the Publisher on diskettes or via the Internet using Adobe InDesign CS5.5 or a newer version, Photoshop, and Lightroom. Publisher will provide the most up-to-date versions of this software every year at no additional cost to ASMSU.

1) Page Number and Trim Size: Each copy is to include no more than 395 pages with a trim size of 9" x 12" and an additional 10 pages for advertisement which may be used at the discretion of ASMSU and RCL for their sole benefit. The total pages would be 405.

2) Base Cover: A cover is included in the bid price including 150 point binders board, leatherette or lithocote with a choice of the following: one Mylar stamped color (dies included), four color lithographed or Shine FX/UV application(choice of one or the other),or quarterbound embossing. Up to 10 hours in-plant time and a full-color proof to be approved by ASMSU will be provided by Publisher.

3) Binding: Books shall be Smyth-sewn in 16 page signatures. Bound signatures shall be rounded, backed, and reinforced with heavyweight binder's stretch cloth and matching headbands/footbands.

4) Paper and End sheets: Printing paper will be at least 80-pound, top-grade, double coated enamel, with choices of at least dull, gloss, or matte finishes. End sheets will be at least 10-point cover of 65-pound stock and may include up to two Pantone color inks, front and back, and up to two separate designs.

5) Color: All pages to be full color unless otherwise specified by ASMSU.

6) Additional Specifications: Additional four color signature (regardless of shipment date) is _____. This additional service is to be an option to be exercised only by ASMSU.

Proofs and Timeline:

1) Delivery of proofs to RCL and the review and return of proofs by RCL is time sensitive and requires both RCL and Publisher to use their best efforts to accomplish their tasks as quickly as



possible.

- 2) Scheduling deadlines for the submission of general specifications, the cover, end sheets, pages and diskettes shall be set by _____ with the final date for content submission by no later than the last week of February of each contract year with the understanding that one 16-page signature may be withheld for submission by the conclusion of the NCCA Basketball Tournament.
- 3) Publisher will provide ASMSU with a brown or blueline proof for each page, end sheets, and cover within 3 weeks after submission of the same by RCL to Publisher.

Editors Kit:

- 1) An editor's kit containing work supplies needed to complete this yearbook will be provided to the new editor at no cost. The kit shall include shipping envelopes and boxes, appropriate software, matching fonts and templates, grease pencils, self-adhesive labels for back of photos, one Pantone color matching guide, CD-ROM sleeves, dummy sheets, photo/artwork cropping tools, and other expendable supplies needed to complete copy for the Publisher.

Delivery:

- 1) Delivery of the Red Cedar Log to ASMSU will occur no later than the third week of April of each contract year. Failure of Publisher to timely deliver the books shall subject Publisher to liquidated damages in the amount of \$500.00 per day for each and every day that delivery is late.
- 2) Publisher will deliver all books to ASMSU (East Lansing, MI) on the agreed upon delivery day.
- 3) Publisher shall pay all costs and charges and be solely responsible for the mailing and shipping of all books.

Special Services:

- 1) A qualified yearbook representative must be made available for virtual meetings with the RCL editor, Vice President for Finance and Operations, ASMSU, and other staff members. Knowledge of desktop publishing and the yearbook industry is necessary. A toll-free number to the printing plant and the Publisher's representative must be available to the RCL staff.
- 2) Publisher will respond to correspondence and plant communication within 24 hours.
- 3) Publisher will assist RCL with the design, and creation of business and parental ads at no cost to ASMSU.
- 4) ASMSU must be provided with 100 promotional yearbook posters with custom designs included. The ASMSU will work with publishers to design the posters

Payment:

- 1) Payments or settlement of the account will be made after the business manager receives the final billing and has agreed with the Publisher's representative on any credits or adjustments. This yearbook will be deposit exempt. No billing may occur until the book is completed, the first shipment is made, and materials and property of RCL have been returned.

Nothing herein shall obligate ASMSU or RCL to purchase any services or products of any kind from Publisher or any of its affiliates, or to enter into any future agreements or business arrangements of any kind with the Publisher or any of its affiliates. Publisher acknowledges and agrees that they will comply with all policies and guidelines established by ASMSU and Michigan State University.

Current Yearbook Publications:

Please provide a list of yearbooks for all colleges and universities that you currently publish. Please provide the name of the Photography Company that is used on each college and university yearbook you published.



PRICING

Please include a Pricing proposal as identified below on a separate sheet.

The University's standard payment procedures are 2.75% 10 days, net 30 days after receipt. Please note that any order resulting from this RFP will be issued using this procedure, with no exceptions.

This is a multi-year award and the supplier's pricing cannot increase more than three percent (3%) annually.

Yearbook Quantity and Pricing:

Base price must include unlimited use of mortises, bleeds, all reduction/enlargements, screens, photos, gray pages, reverses, overburns, black or heavy-set pages.

1) 6,000 copies with the option to add additional/fewer books at any time for additional fees/credits.

a. Cost for additional/fewer books _____

b. Cost for each additionally multiple is Cost for additional/fewer books _____ . ASMSU may add or subtract multiples at any time.

c. Base Price: _____

2) 5,000 copies with the option to add additional/fewer books at any time for additional fees/credits.

a. Cost for additional/fewer books _____

b. Cost for each additionally multiple is Cost for additional/fewer books _____ . ASMSU may add or subtract multiples at any time.

c. Base Price: _____

3) 4,500 copies with the option to add additional/fewer books at any time for additional fees/credits.

a. Cost for additional/fewer books _____

b. Cost for each additionally multiple is Cost for additional/fewer books _____ . ASMSU may add or subtract multiples at any time.

c. Base Price: _____

4) 4,000 copies with the option to add additional/fewer books at any time for additional fees/credits.

a. Cost for additional/fewer books _____

b. Cost for each additionally multiple is Cost for additional/fewer books _____ . ASMSU may add or subtract multiples at any time.

c. Base Price: _____



University Procurement and Logistics
MICHIGAN STATE UNIVERSITY

MASTER SERVICE AGREEMENT

(attached)

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.