



S.C. Education Lottery  
Finance Department  
Attn: Brooks Sailer  
1333 Main St., 4<sup>th</sup> Floor  
Columbia, SC 29201  
Phone (803) 737-2018/ Fax (803) 737-0047

**REQUEST FOR QUOTATION** (This is not an order)

Date Posted: **Monday, 11/05/12**

Inquiries/Questions must be received by: **Monday, 11/12/2012, at 2 p.m. ET**

**All Answers will be posted on SCEL's website by Tuesday, November 13, 2012**

<http://www.sceducationlottery.com/lottery/procurement.aspx>

Quotation must be received by: **Monday, 11/19/2012, at 2 p.m. ET** Late bids **NOT** considered.

Send Quotations/Inquiries/Questions to above address or fax to attention: **Brooks Sailer**  
([brooks.sailer@sclot.com](mailto:brooks.sailer@sclot.com)) / **Phone (803) 737-2018 / Fax (803) 737-0047**

Solicitation number (write on outside of envelope): **Selling Points FY13**

Commodity: **Selling Points Monthly Lottery Retailer Newsletter FY13 (5,750 copies/month)**

**Inquiries/Questions must be received by: Monday, November 12, 2012, at 2 p.m. ET**

**Bid Due Date: Mon., Nov. 19, 2012, at 2 p.m. ET. Late bids will NOT be considered. Not a public bid opening. First Delivery: January 2013 issue to be delivered in mid-December.**

Note: See attached sheets for preference clauses and provisions, certification and authorization, special conditions, and specifications and bidding schedule.

This section must be completed by the vendor.

Vendor Name:

Area Code/Telephone Number/Fax:

Mailing Address:

City:

State:

Zip Code:

FEIN/SSN:

**SOUTH CAROLINA PROCUREMENT PREFERENCES  
CLAUSES & PROVISIONS TO IMPLEMENT 2009 Act No. 72**  
[Clause numbers have not yet been assigned.]

**New Clauses for Part IIB**

**PREFERENCES - A NOTICE TO VENDORS (SEP. 2009):** On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at [www.procurement.sc.gov/preferences](http://www.procurement.sc.gov/preferences). ***ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES.*** [11-35-1524(E)(4)&(6)]

**PREFERENCES - RESIDENT VENDOR PREFERENCE (SEP 2009):** To qualify for the RVP, you must maintain an office in this state. An office is a nonmobile place for the regular transaction of business or performance of a particular service which has been operated as such by the bidder for at least one year before the bid opening and during that year the place has been staffed for at least fifty weeks by at least two employees for at least thirty five hours a week each. In addition, you must either: (1) maintain at a location in South Carolina at the time of the bid an inventory of expendable items which are representative of the general type of commodities for which the award will be made and which have a minimum total value, based on the bid price, equal to the lesser of fifty thousand dollars [\$50,000] or the annual amount of the contract; or (2) be a manufacturer headquartered and having an annual payroll of at least one million dollars in South Carolina and the end product being sold is either made or processed from raw materials into a finished end product by that manufacturer or its affiliate (as defined in Section 1563 of the Internal Revenue Code).

**Please check the appropriate box below.**

**South Carolina (In-State) Resident Vendor**

**In-State Office Address (If different from vendor mailing address on page 1)**

\_\_\_\_\_

\_\_\_\_\_

**Non-Resident Vendor**

**SOUTH CAROLINA PROCUREMENT PREFERENCES (CONTINUED)**  
**CLAUSES & PROVISIONS TO IMPLEMENT 2009 Act No. 72**  
[Clause numbers have not yet been assigned.]

**New Clauses for Part IIB**

PREFERENCES - **SC/US END-PRODUCT** (SEP 2009): Section 11-35-1524 provides a preference to vendors offering South Carolina end-products or US end-products, if those products are made, manufactured, or grown in SC or the US, respectively. An end-product is the tangible project identified for acquisition in this solicitation, including all component parts in final form and ready for the use intended. The terms "made," "manufactured," and "grown" are defined by Section 11-35-1524(A). By signing your offer and checking the appropriate space(s) provided and identified on the bid schedule, you certify that the end-product(s) is either made, manufactured or grown in South Carolina, or other states of the United States, as applicable. Preference will be applied as required by law. Post award substitutions are prohibited. See "Substitutions Prohibited - End Product Preferences (Sep 2009)" provision.

**Please check the appropriate box below if it applies.**

**South Carolina End- Product**

**U.S. End- Product**

**CERTIFICATION AND AUTHORIZATION**

I certify that this bid is made without prior understanding, agreement or connection with any corporation, firm or person submitting a bid for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder. I agree, if this quotation is accepted within 60 days from date of closing, to furnish any and all items/services at the price quoted.

Authorized Signature \_\_\_\_\_

Print or Type Name and Title \_\_\_\_\_

**SOUTH CAROLINA EDUCATION LOTTERY  
SOLICITATION NUMBER: Selling Points FY13**

**Purpose and Scope of Work:**

**Special Conditions**

1. **Award:** The Contract will be awarded to the lowest responsible and responsive bidder.
  2. **Delivery:** Drop ship to statewide locations for delivery by the end of second week of each month:
    - 1) 35 bundles of 150 copies each mailed to Marketing Sales Representatives (MSRs);
    - 2) 3 bundles of 75 copies each mailed to Associate Marketing Sales Representatives (Associate MSRs);
    - 3) 3 bundles of 10 copies each mailed to Regional Sales Managers and the Field Operations Director (2 RSMs & 1 Field Ops. Dir.);
    - 4) 13 to 15 bundles of 1 copy each mailed to Promotions Coordinators and Lottery Oversight Committee Members); and
    - 5) 1 bundle of at least 280 copies (plus any extra copies) delivered to the Columbia Administrative Offices.
- NOTE:** At this time six (6) members of the Lottery Oversight Committee have mailing addresses that include P.O. Boxes. Address may change. Please see the Draft Mailing List on the webpage.
3. **Invoicing:** The invoice must be itemized. Please email the invoice to [Accounts.Payable@SCLot.com](mailto:Accounts.Payable@SCLot.com) or send to the address on page one (1) of this RFQ
  4. **Contact Person:** The contact person is listed on page one (1) of this RFQ. The Procurement Coordinator is the only SCEL employee authorized to discuss this solicitation prior to award.
  5. **Sample Request:** SCEL requests of newsletters the vendor currently publishes.
  6. **Pre-Production Proof:** A pre-production proof is required prior to the order being processed for production. If there will be a charge for the press time necessary to produce the pre-production proof, please specify the charge in the bidding schedule.
  7. **Artwork:** SCEL will provide final artwork to the winning bidder in one of the following Adobe file formats based on the printer's request: PDF, Illustrator, InDesign, or Photoshop.
  8. **Setup, Die, Proof and Delivery Charges:** In preparing a bid for return to the South Carolina Education Lottery, SCEL requests that each vendor provide the following price information: 1) a price of production without tax; 2) any other charges, such as a set-up charge, a die charge, or a pre-production proof charge; 3) shipping/delivery charges; and 4) total charges without taxes.
  9. **Overruns/Underruns:** *Overruns or underruns will be based on the quantity ordered and shall not exceed 2.5%. SCEL will only pay for overruns up to 2.5%.*
  10. **Performance Time Frame:** Requested delivery time is listed in the specifications and bidding schedule.

## **11. New Clause for Part VIIB**

**SUBSTITUTIONS PROHIBITED - END PRODUCT PREFERENCES (SEP 2009):** If you receive the award as a result of the South Carolina end product or United States end product preference, you may not substitute a nonqualifying end product for a qualified end product. If you violate this provision, the State may terminate your contract for cause and you may be debarred. In addition, you shall pay to the State an amount equal to twice the difference between the price paid by the State and your evaluated price for the item for which you delivered a substitute. [11-35-1534(B)(4)]

## SPECIFICATIONS AND BIDDING SCHEDULE

### Request for Quotes

Date: Monday, November 5, 2012

**Brooks Sailer – Procurement Coordinator**

**Phone: 803-737-2018**

**Fax: 803-737-0047**

[procurement@SCLot.com](mailto:procurement@SCLot.com)

### **Project: *Selling Points* Monthly Lottery Retailer Newsletter FY13**

**Please quote the following:** One-year (1) contract for printing, packaging, and delivery of lottery retailer newsletter *with option for one-year (1) renewal*.

**Quantity:** 5,750 copies monthly, priced by size of issue and delivery charges.

**Material:** 70 lb. gloss newsletter.

**Bound:** saddle stitch (2 staples).

**Size:** **Please provide individual quotes for each of the five (5) sizes specified including delivery charges and one (1) quote totaling first five (5) size options with delivery charges. Please provide one (1) quote for twelve (12) issues in the Option 1 size. If other options exist and are recommended, please list in bid separately and include delivery charges.**

**Opt. 1:** 70 lb. gloss newsletter, two (2) 11" x 17" pages (front and back) to be folded in eight (8) total pages (8.5" x 11", front and back);

**Opt. 2:** 70 lb. gloss newsletter, two (2) 11" x 17" pages (front and back) to be folded in eight (8) total pages (8.5" x 11", front and back) and an additional 8.5" x 11", 100 lb. text weight separate page to be inserted for total of ten (10) pages (8.5" x 11", front and back);

**Opt. 3:** 70 lb. gloss newsletter, one (1) 11" x 17" page and one (1) 11" x 25.5" page (front & back) to be folded in ten (10) total pages (8.5" x 11", front and back);

**Opt. 4:** 70 lb. gloss newsletter, one (1) 11" x 17" page and one (1) 11" x 25.5" page (front & back) to be folded in ten (10) total pages (8.5" x 11", front and back) with the last page perforated; and

**Opt. 5:** 70 lb. gloss newsletter, three (3) 11" x 17" pages (front & back) to be folded in twelve (12) pages (8.5" x 11").

**Opt. 6:** Vendor's recommendation for efficiently presenting printed information to lottery retailers.

**Colors:** 4-color process; **Bleed:** full bleed.

**Art:** Provided by SCEL at end of each month uploaded to vendor website; proof to be received via email approximately three (3) days after art is submitted. **Art for the December and January issues is sent early to facilitate an early delivery to accommodate the Thanksgiving and Christmas holidays.**

**Sample:** Please provide sample(s) of newsletters your company currently prints with bid.

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Vendor: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

<u>Size Specs.:</u>	<u>Option 1</u>	<u>Option 2</u>	<u>Option 3</u>	<u>Option 4</u>	<u>Option 5</u>	<u>Option 6</u>
Quantity: 5,750 copies per month	8 total pages Two 11"x 17"	8 pgs. + separate insert = 10 pages	10 pgs. w/ folded 11" x 25.5" page	10 pgs. w/ folded & perforated pg.	(3) 11"x17" sheets to make 12 pages	Vendor's Recommendation
Production Price:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Set-up/Other Charge:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Shipping:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total (without taxes):	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Total without taxes for first five (5) options: \$ \_\_\_\_\_. Total without taxes for twelve (12) months of Option 1: \$ \_\_\_\_\_.

Please provide the format in which your company would prefer to receive the art files and delivery method (i.e. through your company's FTP site, etc.). \_\_\_\_\_

**Overruns/underruns:** Overruns or underruns will be based on the quantity ordered and shall not exceed 2.5%. SCEL will only pay for overruns up to 2.5%.

**Delivery:** Drop ship to statewide locations for delivery by the end of second week of each month:

- 1) 35 bundles of 150 copies each mailed to Marketing Sales Representatives (MSRs);
- 2) 3 bundles of 75 copies each mailed to Associate Marketing Sales Representatives (Associate MSRs);
- 3) 3 bundles of 10 copies each mailed to Regional Sales Managers and the Field Operations Director (2 RSMs & 1 Field Ops. Dir.);
- 4) 13 to 15 bundles of 1 copy each mailed to Promotions Coordinators and Lottery Oversight Committee Members); and
- 5) 1 bundle of at least 280 copies (plus any extra copies) delivered to the Columbia Administrative Offices.

**NOTE:** At this time six (6) members of the Lottery Oversight Committee have mailing addresses that include P.O. Boxes. Addresses may change.

**Inquiries/Questions must be received by: Monday, November 12, 2012, at 2 p.m. ET**

**Bid Due Date: Monday, November 19, 2012, at 2 p.m. ET. Late bids will NOT be considered. Not a public bid opening.**

**First Delivery: The January 2013 issue of *Selling Points* will be sent to the vendor in late November, to be delivered in early December.**

To view SCEL's Procurement webpage: <http://www.sceducationlottery.com/lottery/procurement.aspx>

To view back issues of the *Selling Points* Retailer Newsletter: [http://www.sceducationlottery.com/retailers/retailer\\_selling.aspx](http://www.sceducationlottery.com/retailers/retailer_selling.aspx)

To view DRAFT Mailing List: <http://www.sceducationlottery.com/lottery/procurement.aspx>

**In general the monthly art is sent the end of the month, with the proof received a few days later, and delivery made mid-month. To accommodate the Thanksgiving and Christmas holidays, the art is sent in late Oct. & Nov., with delivery to be made earlier.**

Coastal AMR (75 copies)  
Mt. Pleasant, SC 29464-3505

Midlands AMR (75 copies)  
Midlands Regional Office  
120 North Point Court  
Blythewood, SC 29016-8875

Upstate AMR (75 copies)  
Gaffney, SC 29340-3669

Coastal MSR (150 copies)  
Mt. Pleasant, SC 29467-8152

Midlands MSR (150 copies)  
Columbia, SC 29223-5105

Upstate MSR (150 copies)  
Easley, SC 29640-7008

Coastal MSR (150 copies)  
Charleston, SC 29414-6650

Midlands MSR (150 copies)  
Cayce, SC 29033-1400

Upstate MSR (150 copies)  
Mauldin, SC 29662-1816

Coastal MSR (150 copies)  
Myrtle Beach, SC 29588-1203

Midlands MSR (150 copies)  
Lexington, SC 29073-6931

Upstate MSR (150 copies)  
Fountain Inn, SC 29644-3518

Coastal MSR (150 copies)  
Charleston, SC 29414-6928

Midlands MSR (150 copies)  
Chester, SC 29706-7744

Upstate MSR (150 copies)  
Greenville, SC 29605-2951

Coastal MSR (150 copies)  
Kingstree, SC 29556-2701

Midlands MSR (150 copies)  
Lexington, SC 29072-7795

Upstate MSR (150 copies)  
Simpsonville, SC 29681-4861

Coastal MSR (150 copies)  
Charleston, SC 29407-7743

Midlands MSR (150 copies)  
Columbia, SC 29209-1973

Upstate MSR (150 copies)  
Greenville, SC 20605-2808

Coastal MSR (150 copies)  
Johnsonville, SC 29555-8305

Midlands MSR (150 copies)  
Columbia, SC 29223-7073

Upstate MSR (150 copies)  
Matthews, NC 28105-1156

Coastal MSR (150 copies)  
Lake View, SC 29536-3116

Midlands MSR (150 copies)  
Columbia, SC 29206-2210

Upstate MSR (150 copies)  
Laurens, SC 29360-6349

Coastal MSR (150 copies)  
Loris, SC 29569-2647

Midlands MSR (150 copies)  
Lugoff, SC 29078-8730

Upstate MSR (150 copies)  
Greer, SC 29650-2972

Coastal MSR (150 copies)  
Murrells Inlet, SC 29575-5840

Midlands MSR (150 copies)  
Sumter, SC 29150-3937

Upstate MSR (150 copies)  
Union, SC 29379-1927

Coastal MSR (150 copies)  
Bluffton, SC 29910-6801

Midlands MSR (150 copies)  
West Columbia, SC 29169-3478

Upstate MSR (150 copies)  
Greer, SC 29651-3008

Coastal MSR (150 copies)  
Mt. Pleasant, SC 29464-2917

Midlands MSR (150 copies)  
Bishopville, SC 29010-8897

Coastal RSM (10 copies)  
Moncks Corner, SC 29461-3840

*Field Operation Director (10  
copies)*  
Midlands Regional Office  
120 North Point Court  
Blythewood, SC 29016-8875

Upstate RSM (10 copies)  
Anderson, SC 29621-4224

*Coastal Promotions Coordinator  
(1)*  
Charleston, SC 29403

*Upstate Promotions Coordinator  
(1)*  
Mauldin, SC 29662

Lottery Oversight Committee (1)  
Columbia, SC 29202

Lottery Oversight Committee (1)  
Easley, SC 29641

Lottery Oversight Committee (1)  
Rock Hill, SC 29731-1907

Lottery Oversight Committee (1)  
Leesville, SC 29070

Lottery Oversight Committee (1)  
Sumter, SC 29154

Lottery Oversight Committee (1)  
Mt. Pleasant, SC 29464

Lottery Oversight Committee (1)  
Seneca, SC 29678

Lottery Oversight Committee (1)  
Laurens, SC 29360

Lottery Oversight Committee (1)  
Columbia, SC 292012

Lottery Oversight Committee (1)  
Greenville, SC 29602

Lottery Oversight Committee (1)  
Charleston, SC 29401