

Printing and Delivery of Retailer Newsletter *Selling Points* FY13
Selling Point FY13 Questions/Answers

Amendment 1

Inquiries/Questions must be received by: Monday, Nov. 12, 2012, at 2 p.m. ET
All Answers will be posted on SCEL's website by Tuesday, November 13, 2012.
Bid Due Date: Mon., Nov. 19, 2012, at 2 p.m. ET. Late Bids will NOT be considered.
First Delivery: January 2013 issue to be delivered in mid-December.
<http://www.sceducationlottery.com/lottery/procurement.aspx>

Question 1

Q: What was paid for the newsletter for the previous year?

A: The cost for printing and delivery of the *Selling Points* retailer newsletter under the current contract is \$1,817.70 per month for the eight-page (8), 11" x 17" size, printing 6,000 copies. The annual cost if only the eight-page size is printed during a year would be \$1,817.70 x 12 = \$21,812.40.

The new solicitation requests 5,750 copies per month, but adds three staff members to receive copies: Upstate Promotions Coordinator, Coastal Promotions Coordinator, and the Field Operations Director.

Question 2

Q: We cannot print 11" x 25" sizes. Should we refrain from bidding or simply omit pricing on those options?

A: While the majority of the issues are printed on the eight-page (8), 11" x 17" size, the Lottery would like to have the option of printing other sizes if needed due to changes in the lottery industry. If your company cannot print all the sizes specified, please provide pricing for the sizes that it can accommodate.

Question 3

Q: Option 3 and 4 does the 11" x 17" stitch inside of the 11" x 25.5"

A: Yes, in options 3 and 4, the 11" x 17" size sheet is stitched inside the 11" x 25" size sheet. Both sheets are folded at 8.5" and stitched. The extra 8" on the 11" x 25" size sheet are folded over forming an extra page (pages 8 and 9) after the back page (page 10). In Option 4, the extra page is perforated to facilitate removing the page from the issue.