

RFP2019-09: DESIGN, PRINT AND MAIL DROP DIRECT MAIL PIECE, PRODUCE PSA AND OTHER EDUCATION VIDEOS IN 4K, DEVELOP A LOGO FOR TWW-TV DESIGN PRINT ADS FOR THE CITY OF TRENTON, DPT OF WATER AND SEWER PROPOSAL OPEN 2/13/19 AT 11:00AM

RFP2019-09: DESIGN, PRINT AND MAIL DROP DIRECT MAIL PIECE, PRODUCE PSA AND OTHER EDUCATION VIDEOS IN 4K, DEVELOP A LOGO FOR TWW-TV DESIGN PRINT ADS FOR THE CITY OF TRENTON, DEPARTMENT OF WATER AND SEWER						
NUMBER OF RESPONDENTS:	6					
NAME OF BIDDER	NUBIAN NEWS CORPORATION	VANGUARD DIRECT, INC., DBA VANGUARD	K.V. MEDIA GROUP DBA SOLIDLINE MEDIA	CREATIVE MARKING ALLIANCE, INC.	EFK GROUP, LLC	STOKES CREATIVE GROUP, INC.
ADDRESS	25 S. WESTFIELD AVENUE	2 PENN CENTER, 1500 JFK BOULEVARD, SUITE 1050	180 W. WASHINGTON ST., 12TH FLOOR	191 CLARKSVILLE ROAD	1027 S. CLINTON AVENUE	1666 ROUTE 206
CITY, STATE, ZIP	TRENTON, NJ 08618	PHILADELPHIA, PA 19102	CHICAGO, IL 60602	PRINCETON JUNCTION, NJ 08550	TRENTON, NJ 08611	VINCETOWN, NJ 08088
CONTACT NAME	RICHARD HARMON	DONALD O'CONNELL (NYC HQ)	GREGORY VASS	CHRISTIAN AMATO, CFO	ELEANOR KUBALKI	PATRICIA C. EGAN
TELEPHONE	609-858-2777	267-468-0211	847-942-8382	609-297-2226	609-393-5838	609-859-8400
FAX	N/A	267-468-0219	N/A	N/A	609-393-1673	609859-8006
E-MAIL	NUBIANNEWS@THENUBIANNEWS.COM	DON@VANGUARDDIRECT.COM	GVASS@SOLIDLINEMEDIA.COM	CAMATO@CMASOLUTIONS.COM	ELEANOR.KUBACKI@EFKGROUP.COM	PEGAN@STOKESCG.COM
STATEMENT OF OWNERSHIP DISCLOSURE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
REQUIRED EVIDENCE EEO/AFFIRMATIVE ACTION REGULATIONS QUESTIONNAIRE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA	N/A	N/A	N/A	N/A	N/A	N/A
NJ BUSINESS REGISTRATION CERTIFICATE	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD	INCLUDED	INCLUDED	INCLUDED	INCLUDED
NON-COLLUSION AFFADAVIT	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
ETHICS COMPLAINT DISCLOSURE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
AMERICANS WITH DISABILITIES ACT OF 1990 LANGUAGE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CERTIFICATION AND DISCLOSURE OF POLITICAL CONTRIBUTIONS	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
DISCLOSURE OF INVESTED ACTIVITIES IN IRAN	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
DEBARMENT NOTICED (REQUIRED)	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
EIC	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD	CERT.#56969 EXP. 01/15/2024	CERT.#33965 EXP. 05/15/2024	CERT.#54826 EXP. 07/15/2022
CERTIFICATE OF INSURANCE	REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD					
CITY OF TRENTON RESIDENT EMPLOYMENT POLICY	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
60-DAY EXTENSION COMPLIANCE	YES	YES	N/A	YES	YES	YES
WILLING TO PROVIDE PRIORITY EMERGENCY SERVICES	YES	N/A	N/A	YES	YES	N/A
W-9	INCLUDED	INCLUDED	N/A	N/A	INCLUDED	N/A
REFERENCES	N/A	N/A	N/A	N/A	N/A	N/A
TOTAL AMOUNT FOR ONE (1) YEAR	\$91,002.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS #1-3	\$101,700.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS#1-3	\$142,090.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS#1-3	\$142,166.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS#1-3	\$210,417.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS#1-3	\$262,055.00 SEE BREAKDOWN OF LUMP SUM FEE FOR TASKS#1-3
FATAL DEFECT	NONE	NONE	NONE	NONE	NONE	NONE

Proposal Price Worksheet

Company Name <i>Nubian News Corp</i>	Federal Tax ID No. <i>81-3556369</i>			
Address 1 <i>25 S. Westfield Ave</i>	Address 2			
City <i>Trenton</i>	State <i> NJ</i>	Zip Code <i>08618</i>		
SCOPE OF SERVICE				
PRICE				
1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	\$ <u>19,586.00</u>			
Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.	\$ <u>811.00</u>			
Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.	\$ <u>39,622.00</u>			
2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.	\$ <u>20,884.00</u>			
Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.	\$ <u>883.00</u>			
3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.	\$ <u>9211.00</u>			
<table border="1"> <tr> <td>GRAND TOTAL</td> </tr> <tr> <td>\$ <u>91,002.00</u></td> </tr> </table>			GRAND TOTAL	\$ <u>91,002.00</u>
GRAND TOTAL				
\$ <u>91,002.00</u>				

We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.


Authorized Original Signature

2-10-2019
Date



Proposal Price Worksheet

Company Name Vanguard Direct Inc. DBA Vanguard	Federal Tax ID No. 11-2517083	
Address 1 2 Penn Center, 1500 JFK Boulevard, Suite 1050		
Address 2		
City Philadelphia	State PA	Zip Code 19102
SCOPE OF SERVICE		PRICE
1. Design, Print and Mail Drop a Direct Mail Piece		\$ 6,750.00
Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.		
Photography for Direct Mail Piece		\$ 16,000.00
Shoot and edit RAW images for use in the piece.		
Mail Drop Direct Mail Piece		\$ 26,700.00
Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.		
2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos		\$ 15,000.00
Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.		
Develop a Logo for TWW-TV		\$ 8,000.00
Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.		
3. Design Print Ads of Various Sizes		\$ 29,250.00
Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.		
GRAND TOTAL \$ 101,700.00		

We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.


Authorized Original Signature

2/12/2019

Date

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Proposal Price Worksheet

Company Name K.V. Media Group, Inc. dba SolidLine Media	Federal Tax ID No. 36-4465283																	
Address 1 180 W Washington St																		
Address 2 12th Floor																		
City Chicago	State IL	Zip Code 60602																
<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">SCOPE OF SERVICE</th> <th style="width: 40%;">PRICE</th> </tr> </thead> <tbody> <tr> <td>1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.</td> <td style="text-align: center;">\$ 22,950.00</td> </tr> <tr> <td>Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.</td> <td style="text-align: center;">\$ 1,395.00</td> </tr> <tr> <td>Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.</td> <td style="text-align: center;">\$ 52,900.00</td> </tr> <tr> <td>2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.</td> <td style="text-align: center;">\$ 54,550.00</td> </tr> <tr> <td>Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.</td> <td style="text-align: center;">\$ 395.00</td> </tr> <tr> <td>3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.</td> <td style="text-align: center;">\$ 9,900.00</td> </tr> <tr> <td colspan="2" style="text-align: right; padding-top: 20px;"> GRAND TOTAL \$142,090.00 </td> </tr> </tbody> </table>			SCOPE OF SERVICE	PRICE	1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	\$ 22,950.00	Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.	\$ 1,395.00	Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.	\$ 52,900.00	2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.	\$ 54,550.00	Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.	\$ 395.00	3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.	\$ 9,900.00	GRAND TOTAL \$142,090.00	
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We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.

Gregory Vass

Authorized Original Signature

02/09/2019

Date

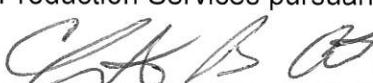
RFP2019-09 DESIGN, AND MAIL DROP DIRECT MAIL PIECE, PRODUCE PSA AND OTHER EDUCATION VIDEOS IN 4K

④

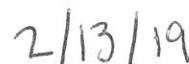
Proposal Price Worksheet

Company Name Creative Marketing Alliance, Inc.	Federal Tax ID No.																									
Address 1 191 Clarksville Road																										
Address 2																										
City Princeton Junction	State New Jersey	Zip Code 08550																								
SCOPE OF SERVICE <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; vertical-align: top;"> 1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities. </td> <td style="width: 30%; vertical-align: top; text-align: right;"> PRICE \$ 22,500 </td> </tr> <tr> <td colspan="2"> Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece. </td> </tr> <tr> <td colspan="2" style="text-align: right;"> \$ 1,800 </td> </tr> <tr> <td colspan="2"> Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area. </td> </tr> <tr> <td colspan="2" style="text-align: right;"> \$ 6,546 </td> </tr> <tr> <td colspan="2"> 2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water. </td> </tr> <tr> <td colspan="2" style="text-align: right;"> \$ 99,442 </td> </tr> <tr> <td colspan="2"> Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive. </td> </tr> <tr> <td colspan="2" style="text-align: right;"> \$ 750 </td> </tr> <tr> <td colspan="2"> 3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets. </td> </tr> <tr> <td colspan="2" style="text-align: right;"> \$ 9,328 </td> </tr> <tr> <td colspan="2" style="text-align: right; border: 1px solid black; padding: 5px;"> GRAND TOTAL \$ 142,166 </td> </tr> </table>			1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	PRICE \$ 22,500	Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.		\$ 1,800		Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.		\$ 6,546		2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.		\$ 99,442		Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.		\$ 750		3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.		\$ 9,328		GRAND TOTAL \$ 142,166	
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We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.



Authorized Original Signature



Date

6

Proposal Price Worksheet

Company Name EFK Group	Federal Tax ID No. 22-3701160	
Address 1 1027 South Clinton Avenue	Address 2	
City Trenton	State NJ	Zip Code 08611
SCOPE OF SERVICE	PRICE	
1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	\$ 81,000	
Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.	\$ 2,000	
Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.	\$ included in item #1	
2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.	\$ 92,617	
Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.	\$ 1,200	
3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.	\$ 24,600	
GRAND TOTAL \$ 210,417		

We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.


Authorized Original Signature

2/13/19

Date



Proposal Price Worksheet

Company Name Stokes Creative Group, Inc.	Federal Tax ID No. 22-3016182															
Address 1 1666 Route 206																
Address 2																
City Vincentown		State NJ														
		Zip Code 08088														
SCOPE OF SERVICE <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: right;">PRICE</th> </tr> </thead> <tbody> <tr> <td>1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.</td> <td style="text-align: right;">\$ 4,625.00</td> </tr> <tr> <td>Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.</td> <td style="text-align: right;">\$ 2,280.00</td> </tr> <tr> <td>Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.</td> <td style="text-align: right;">\$ 145,000.00</td> </tr> <tr> <td>2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.</td> <td style="text-align: right;">\$ 71,100.00</td> </tr> <tr> <td>Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.</td> <td style="text-align: right;">\$ 2,450.00</td> </tr> <tr> <td>3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.</td> <td style="text-align: right;">\$ 36,600.00</td> </tr> </tbody> </table>				PRICE	1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	\$ 4,625.00	Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.	\$ 2,280.00	Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.	\$ 145,000.00	2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.	\$ 71,100.00	Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.	\$ 2,450.00	3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.	\$ 36,600.00
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1. Design, Print and Mail Drop a Direct Mail Piece Design a 6-inch-by-9-inch, three-panel, four-color direct mail piece with photography and pleasing typography that will be dropped by the Respondent to 225,000 residents, including 63,000 customers in Trenton, Hamilton Township, Ewing Township, Lawrence Township, and Hopewell Township. The direct mail piece will convey the accomplishments of Trenton Water Works to improve water quality, customer service and communication with internal and external communities.	\$ 4,625.00															
Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece.	\$ 2,280.00															
Mail Drop Direct Mail Piece Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 162,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.	\$ 145,000.00															
2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos Write scripts, shoot (may involve several locations), edit, animate, include music and other elements and perform all other post-production work for six two-minute and six one-minute education videos in 4K for broadcast, social media and TWW website use that convey different messages about TWW's operations and its drinking water.	\$ 71,100.00															
Develop a Logo for TWW-TV Develop a logo for TWW-TV education videos in five hours with two revisions and supply the editable artwork in EPS format to TWW on a flash drive.	\$ 2,450.00															
3. Design Print Ads of Various Sizes Design, lay out, write ad copy and edit supplied copy for 12 full-page ads to appear in various newspapers with different ad specifications, and provide press-quality files to TWW and newspaper outlets.	\$ 36,600.00															
GRAND TOTAL \$ 262,055.00																

We the undersigned propose to furnish and deliver the Design Direct Mail Piece and Video Production Services pursuant to the Scope of Services and requirements in the RFP.


Authorized Original Signature

2/12/19

Date