

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


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|--|--|--|--|--|--|--|
| RFP2019-09: DESIGN, PRINT AND MAIL DROP DIRECT MAIL PIECE, PRODUCE PSA AND OTHER EDUCATION VIDEOS IN 4K, DEVELOP A LOGO FOR TWW-TV AND 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 | 609-859-8006 |
| E-MAIL | NUBIANNEWS@THENUBIANNEWS.COM | DON@VANGUARDIRECT.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 AFFIDAVIT | 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 | REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD | REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD | REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD | REQUIRED FROM AWARDED VENDOR PRIOR TO AWARD | 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 Nubian News Corp | | Federal Tax ID No. 81-3556369 |
| Address 1 25 S. Westfield Ave | | |
| Address 2 | | |
| City Trenton | State NJ | Zip Code 08618 |

| 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. | \$ 19,586.00 |
| Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece. | \$ 811.00 |
| 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. | \$ 39,622.00 |
| 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. | \$ 20,894.00 |
| 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. | \$ 883.00 |
| 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. | \$ 9,211.00 |
| GRAND TOTAL \$ 91,002.00 | |

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

2-10-2019
 Date

2

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

3

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 |

| 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 |
| <div style="border: 1px solid black; padding: 5px; text-align: right;"> GRAND TOTAL \$142,090.00 </div> | |

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

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|--|----------------------------|--------------------------|
| 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 | 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. | \$ 22,500 |
| 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 |
| <div style="border: 1px solid black; padding: 5px; text-align: right;"> GRAND TOTAL \$ 142,166 </div> | |

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 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 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece. | \$ 2,000 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| 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 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| 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 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| 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 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| 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 <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> GRAND TOTAL \$ 210,417 </div> | |

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.

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| _____ Authorized Original Signature | 2/13/19 _____ Date |
|---|---------------------------------|

Proposal Price Worksheet



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|--|--------------------|---|--|
| 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 | 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 <hr/> |
| Photography for Direct Mail Piece Shoot and edit RAW images for use in the piece. | \$ 2,280.00 <hr/> |
| 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 <hr/> |
| 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 <hr/> |
| 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 <hr/> |
| 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 <hr/> |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> GRAND TOTAL \$ 262,055.00 </div> | |

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