

Society for Scholarly Publishing

Request for Proposal for In-Kind Printing Services



PURPOSE

The Society for Scholarly Publishing (SSP) desires the services of a print provider on a cost-neutral basis to support the printing needs of the organization as described within the Scope of Work starting in December 2016.

SSP believes industry suppliers are essential to our organization and SSP would like for each of our members who provide these services to have an equal opportunity to offer their solutions for this purpose. In-kind donors have the opportunity to showcase their products and services to more than 1100 scholarly publishing professionals throughout world.

The goal of this RFP is to enter into an arrangement that provides a supplier with promotion of its brand to influencers and purchasers in exchange for printing services.

CONTENTS

PURPOSE.....	1
CONTENTS	1
HISTORY OF ASSOCIATION	2
MISSION, VISION, STRATEGIC PLAN	2
Mission Statement	2
Vision Statement.....	2
Goal Statement	2
ORGANIZATIONAL INFORMATION.....	2
ABOUT OUR MEMBERSHIP	3
Membership Statistics	3
SPONSORSHIP BENEFITS	3
SCOPE OF SERVICES	4
Technical Specifications	4
Bid Package A.....	4
Bid Package B.....	5
Length of Contract	5
Additional Bid Considerations.....	6
MILESTONES AND DELIVERABLES	6
INFORMATION REQUESTED OF THE SUPPLIER	6
PROPOSAL COMPONENTS.....	6
EVALUATION CRITERIA.....	6
AWARD	7
TIMELINE	8
Society for Scholarly Publishing RFP 2016	1

CONFLICT OF INTEREST	8
CONTACT INFORMATION	8
SUPPORTING DOCUMENTS.....	8

HISTORY OF ASSOCIATION

The Society for Scholarly Publishing (SSP), founded in 1978, is a nonprofit organization formed to promote and advance communication among all sectors of the scholarly publication community through networking, information dissemination, and facilitation of new developments in the field. SSP is focused on individual professional development and does not have an advocacy function.

SSP members represent all aspects of scholarly publishing—including publishers, printers, e-product developers, technical service providers, librarians, and editors. Our goal is to have SSP be the community for everyone engaged in scholarly publishing, members and non-members, where they will find forward-thinking programs, important dialogues about the evolving scholarly system, and partners to share their expertise and progress.

SSP has roughly 1,100 members with membership continuing to trend upwards. Our dues structure is designed to be affordable, with lower-cost categories for early career professionals, students and librarians. Roughly one-half of our members come through organizational memberships. Member benefits include discounted registrations to events, access to a member directory, our weekly eNews digest, *RE:member*, online access to *Learned Publishing* (an industry journal), discounts, and the ability to participate on SSP committees.

For the past several years, SSP has been growing according to most metrics. The number of members is steady, membership participation is at an all-time high, attendance at the annual meeting and participation by sponsors and exhibitors is consistent. Website traffic is increasing and comments and traffic at the Society’s blog, *The Scholarly Kitchen*, is steady. We have an active LinkedIn Group with approximately 8800 group members and our Twitter account has 3900 followers.

MISSION, VISION, STRATEGIC PLAN

Mission Statement

To advance scholarly publishing and communication, and the professional development of its members through education, collaboration, and networking.

Vision Statement

SSP will be recognized by members and the global publishing community as the first place to turn for information and dialogue on current and emerging issues in scholarly communication.

Goal Statement

SSP is the community for everyone engaged in scholarly publishing, an organization where they find forward-thinking programs, important dialogues about the evolving scholarly system, and partners to share their expertise and progress.

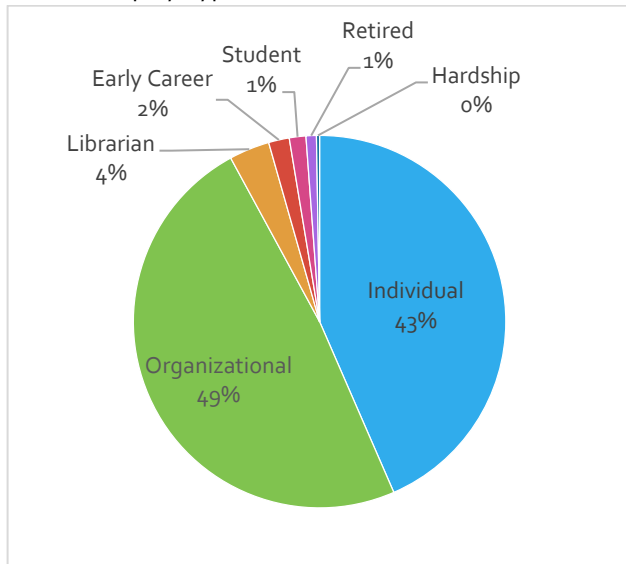
ORGANIZATIONAL INFORMATION

SSP is a non-profit corporation incorporated in the District of Columbia. The purpose is to promote and advance scholarly communications among all sectors of the scholarly publication community through networking, information dissemination, and facilitation of new developments in the field. The Society is organized for educational purposes and is operated as a non-profit corporation within IRS code 501(C)(3). SSP does not have chapters or components and is not a chapter or component of any other national or international organization.

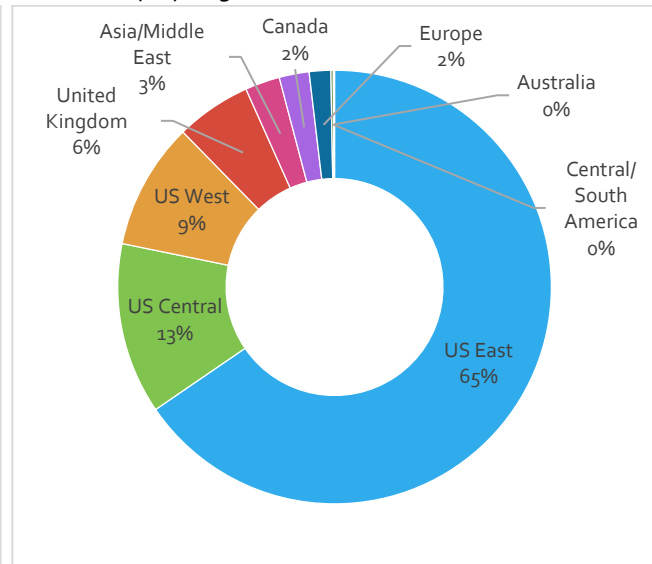
ABOUT OUR MEMBERSHIP

Membership Statistics

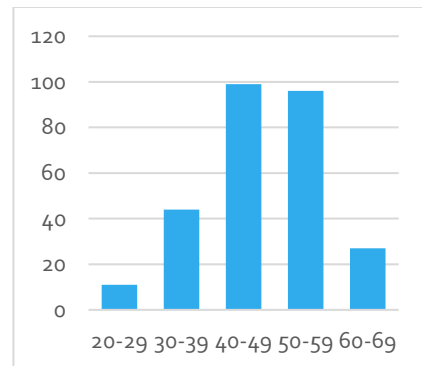
Membership by Type



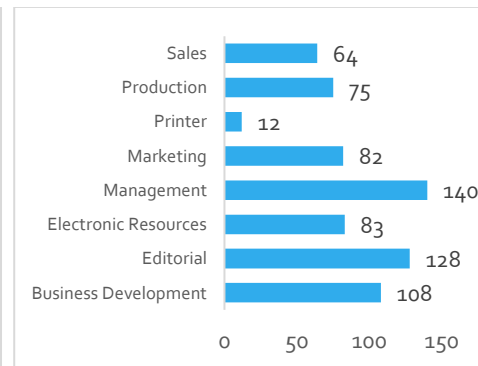
Membership by Region



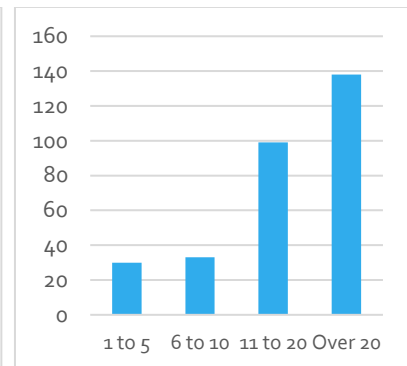
Membership Age



Area of Specialization



Years in Publishing



SPONSORSHIP BENEFITS

In addition to visibility of your products/services by SSP members and other industry professionals, in-kind donors will be acknowledged and recognized during the term of the contract in the followings ways:

1. SSP press release announcing the service sponsorship (promoted via the SSP home page, the SSP weekly eNews digest: *RE:member*, social media channels, and RSS feed)
2. Company logo and Service Sponsor attribution displayed on the SSP website home page sub-footer
3. Three month rotating banner advertisement (300 pixels x 250 pixels) on the SSP Homepage annually. Frequency of banner ad rotation will be determined partly by demand per page during the requested display period; sponsor selects months for display; must be continuous (\$2400 value/year)
4. Four free webinar registrations annually (\$200 value/year)
5. One use of the SSP member email list and one use of the SSP member mailing list annually (\$790 value/year)
6. Recognition as a service sponsor in any printed materials included in the contract.

Values listed above are based on standard SSP member rates.

Should the in-kind donation not be 100% donation, but instead a percentage of the total value of the product/services provided, SSP reserves the right to negotiate the sponsorship benefits based on the offer provided.

Award of a contract for in-kind products and services does not constitute an endorsement by SSP for one supplier's product or services over any other suppliers' products or services. A statement as such may be included on the SSP website.

If there are specific benefits not listed here that would provide a greater incentive for your in-kind donation, please outline them in your proposal under additional bid considerations.

SCOPE OF SERVICES

SSP typically prints the following materials on an annual basis. Quantities and page counts are based on historical amounts and can vary slightly year to year. Projects have been grouped into two bid projects. Vendors can bid on one or both packages. House papers are acceptable, grade 2 or higher; recommended substitutions must be approved. Supplier is welcome to suggest innovative materials, methods, or formats in order to showcase their capabilities. Bid packages do not include postage or freight.

Technical Specifications

Bid Package A

	PROJECT 1	PROJECT 2	PROJECT 3
DESCRIPTION	Membership Brochure	Membership Postcard	Professional Development Career Brochure
TRIM SIZE/ AFTER FOLDING	8.5" x 11"/ 8.5" x 5.5"	5.5" x 8.5"	8.5" x 11"/ 8.5" x 5.5"
PAGES	4	1	6
FOLDS	1	0	2, barrel
QUANTITY	7500	5000	3500
PAPER GRADE 2 OR HIGHER	100# Gloss Text	#100 Matte Cover	100# Gloss Text
BLEEDS	Yes, all sides	Yes, all sides	Yes, all sides
COLOR	4/4	4/4	4/4
COATING	None	Aqueous or similar	None
BINDING	None	None	None
MAILING/ PACKAGING	Bulk pack and ship	Address and mail; CSV file provided	Bulk pack and ship
ARTWORK	PDF	PDF	PDF
TURN TIME	15 days	10 days	15 days
SPONSORSHIP ACKNOWLEDGMENT	Up to .75" x 2.5", best fit	Up to .75" x 2.5", best fit	Up to .75" x 2.5", best fit

Bid Package B

	PROJECT 4	PROJECT 5	PROJECT 6	PROJECT 7
DESCRIPTION	Annual Meeting Save the Date Postcard	Annual Meeting Preliminary Program	Annual Meeting Pocket Schedule	Annual Meeting Onsite Program
TRIM SIZE/ AFTER FOLDING	5.5" x 8.5"	11" x 17" / 8.5" x 11" or 8.5" x 5.5"	14.5" x 5.5" / 3.625" x 5.5"	6" x 9"
PAGES	1	16-20	6-8 panels	64-72
FOLDS	0	booklet, mails flat or folded	3-4; Accordion	0
QUANTITY	5000	5000	1000	1000
PAPER GRADE 2 OR HIGHER	100# Matte Cover	70# Matte Text self-cover	80# Gloss Cover	100# Gloss Cover/ 80# Matte Text
BLEEDS	Yes, all sides	Yes, all sides	Yes, all sides	Yes, all sides
COLOR	4/4	4/4	4/4	4/4
COATING	Aqueous or similar	Aqueous or similar on cover	UV or similar	UV or similar on cover
BINDING	None	Saddle	None	Coil, left edge
MAILING/ PACKAGING	Address and mail; CSV file provided	Tab/Polybag, address and mail; CSV file provided	Bulk pack and ship	Bulk pack and ship
ARTWORK	PDF	PDF	PDF	PDF
TURN TIME	10 days	10 days	10 days	10 days
SPONSORSHIP ACKNOWLEDGMENT	Up to .75" x 2.5", best fit	Up to 4" x 4", best fit	Up to .75" x 1.5"	Up to .75" x 2.5", best fit

Additional Benefits for Bid Package B:

- Full page back cover advertisement in Annual Meeting Onsite Program
- Banner ad in Annual Meeting App
- Recognition as a Diamond sponsor at the Annual Meeting:
 - Two free registrations to the 2016 Annual Meeting
 - Logo with hyperlink on SSP's Annual Meeting website
 - Distribution of marketing material in attendee bags
 - Use of "SSP Diamond Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
 - Recognition in all Annual Meeting online and printed marketing/PR promotions
 - Company logo and 50-word or less company description in printed program and meeting app
 - Listing on SSP's Annual Meeting website
 - Company logo onsite on conference signage
 - Sponsor ribbons for badges and sponsor ribbon in booth (if applicable)

Length of Contract

The resulting contract with the awarded bidder shall have an initial term of one year, renewable for one additional year if both parties agree to continue terms.

Additional Bid Considerations

Bids may include unique benefits and/or amenities that demonstrate additional support for SSP in order to differentiate bid from other proposers and to strengthen the overall proposal. Possible considerations may include value added services that enhance the user experience or support for other SSP programs.

MILESTONES AND DELIVERABLES

DELIVERABLE	DATE DUE
1 SSP Membership Brochure	TBD
2 SSP Membership Postcard	Early December 2016
3 SSP Professional Development Career Brochure	Early December 2016
4 SSP Save the Date Postcard	January 1, 2017
5 SSP Annual Meeting Preliminary Program	March 15, 2017
6 SSP Annual Meeting Pocket Schedule	May 15, 2017
7 SSP Onsite Program	May 15, 2017

INFORMATION REQUESTED OF THE SUPPLIER

1. How are proofs provided?
2. How do we submit project files?
3. Do you have both digital and offset printing capability?
4. What are your finishing capabilities?
5. What happens in the case of equipment breakdown of non-redundant equipment? Do you delay production or outsource the work to meet the deadline?

PROPOSAL COMPONENTS

Proposals should be delivered as a PDF via email to the contact listed below. Please limit your proposal to no more than 20 pages. Proposals should include the following:

1. A description of how your product/service addresses the requirements described in the Scope of Work including any suggested variations to technical specifications.
2. Responses to questions listed in the Information Requested of the Supplier
3. Additional bid considerations
4. Primary supplier contact
5. Samples of similar projects
6. Any annual or one-time costs that are not covered as part of an in-kind donation.
7. The total value of any in-kind donation.

EVALUATION CRITERIA

CRITERIA	SCALE	MAXIMUM POINTS
1 Ability to Meet Scope of Work/Quality	0-35 points	35 points
2 SSP Membership Status		10 points
Non-member	0 points	

	Individual membership(s) of supplier staff	2 points	
	Supporting Organizational Member	6 points	
	Sustaining Organizational Member	10 points	
3	SSP Sponsorship History (cumulative)		20 points
	2016 Annual Meeting Sponsor/Fellowship Sponsor	4 points	
	2015 Annual Meeting Sponsor/Travel Grant Sponsor	3 points	
	2014 Annual Meeting Sponsor/Travel Grant Sponsor	3 points	
	2013 Annual Meeting Sponsor/Travel Grant Sponsor	2 points	
	2012 Annual Meeting Sponsor/Travel Grant Sponsor	2 points	
	2016 Regional Event Sponsor (Corporate)	3 points	
	2016 Regional Event Sponsor (Local)	1 points	
	2015 Regional Event Sponsor (Corporate)	1 points	
	2015 Regional Event Sponsor (Local)	1 points	
4	Additional Bid Considerations (ranked)		15 points
	Additional bid considerations will be ranked based on value to SSP and its membership. The top ranked proposal will receive the maximum points and the second, third, fourth (etc.) ranked proposals will each receive 2 points less than proposal ranked immediately higher.	0-15 points	
5	Cost Considerations		20 points
	Points will be awarded based on approximate % value of in-kind donation. Proposals with a 100% in-kind donation will receive 20 points, 99-75% in-kind donation = 15 points; 50-74% in-kind donation = 10 points, 49-25% = 5 points, <25% = 0 points.	0-20 points	

Each proposal will be scored by a review committee using the criteria above. Maximum total points is 100. The bidder with the highest point value will be awarded the contract for the bid package. In the case of all other scores being equal, preference will be given to 100% in-kind donations. SSP will confirm our scores for Membership Status and Sponsorship History with each vendor prior to completion of evaluation by the review committee to ensure we have the correct information.

AWARD

This Request for Proposal does not commit SSP to award a contract. SSP reserves the right to reject all proposals, and at its discretion, may withdraw or amend this Request for Proposal at any time. If SSP issues an award, the award will be made to the bidder whose offer best meets the evaluation criteria. However, if SSP does not consider the offer to be fair and reasonable and negotiations fail to meet acceptable terms, then SSP reserves the right to cancel the award and take appropriate action to meet the needs of SSP. SSP will determine whether the offer is fair and reasonable using the evaluation criteria listed above. SSP will notify all bidders regarding the award.

TIMELINE

The following timeline will apply to this process. All proposals and questions should be submitted via email. If the timeline changes, the review committee will keep you apprised.

AUGUST 4	RFP distributed to potential service providers
AUGUST 12	Q&A and intent to bid period closes
AUGUST 22	Final receipt of all proposals for consideration.
AUGUST 23-31	Evaluation of proposals by review committee
SEPTEMBER 9	Notification of Award

CONFLICT OF INTEREST

Review committee members will certify that they do not have any personal connection with any bidder(s). If a committee member has a personal connection, this connection shall be disclosed and the committee member will recuse themselves from the evaluation process.

CONTACT INFORMATION

For questions regarding this RFP, please contact:

Melanie Dolechek, Executive Director
913-486-4185 | mdolechek@sspnet.org

Please submit questions via email.

SUPPORTING DOCUMENTS

Project samples available upon request. Send sample requests to amcrosse@sspnet.org.