

COUNTY OF ROCKLAND  
Department of General Services  
Purchasing Division

# Contract Award Notification

Title: **Printing and Distribution of Rockland County Tourism Guides**

Contract Period: **July 1, 2025, through June 30, 2030**

Original Date of Issue: June 27, 2025

Date of Revision:

**BID No:** **RCO-RC-2025-003**

**Catalog:** **Printing**

Authorized Users: County of Rockland Department of Tourism

Address Inquires To:

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Title: Purchaser I  
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**Description**

This contract is for the printing of the Rockland County Tourism Guide

Contract #	Vendor Number	Contractor & Address	Telephone No.
RCO 25-003	0000023938	Walsworth Publishing Company, Inc. 306 No. Kansas Avenue Marceline, MO 64658 Contact: Bryan Atterbury <a href="mailto:Bryan.Atterbury@walsworth.com">Bryan.Atterbury@walsworth.com</a>	660-402-3580  FAX: 616-218-1808
RCO 25-003-A	0000022935	Chronogram Media 45 Pine Grove Avenue, Ste. 303 Kingston, NY 12401 Contact: Margot Isaacs <a href="mailto:Margot@chronogram.com">Margot@chronogram.com</a>	845-334-8600 x114  Fax: 845-334-8610

COUNTY OF ROCKLAND  
DGS – PURCHASING DEPARTMENT  
BLDG. A, 6TH FLOOR, 50 SANATORIUM ROAD  
POMONA, NY 10970  
TELEPHONE NO.: 845-364-3820  
FAX NO.: 845-364-3809

## SECTION I

### PRINTING SERVICE FOR ROCKLAND COUNTY TOURISM GUIDES TO DISTRIBUTOR LOCATION

LINE NO.	DESCRIPTION	ITEM NUMBER	EST. QTY.	UNIT	UNIT PRICE	EXTENDED PRICE	VENDOR
	<b>Text Printing and Binding</b> Finished product will be Page Size: 8.5" x 10.5" Page Count: 44 (+Cover) Inside pages: 60# #3 Matte Text, Cover 80# #3 Matte Cover Weight, Ink: 4-color process text and cover, Bleed: (Full) Coverage: Heavy Binding: Saddle-stitched book.						
1	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Minimum Qty: 75,000</b> Enter price per Thousand	96663000005	75	M	\$ 470.00	\$ 35,250.00	Walsworth Publishin Company, Inc.
2	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Minimum Qty: 50,000</b> Enter price per Thousand	96663000005	50	M	\$ 529.00	\$ 26,450.00	Walsworth Publishin Company, Inc.
3	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Minumim Qty: 35,000</b> Enter price per Thousand	96663000005	35	M	\$ 578.00	\$ 20,230.00	Walsworth Publishin Company, Inc.
4	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Minumum Qty: 25,000</b> Enter price per Thousand	96663000005	25	M	\$ 645.00	\$ 16,125.00	Walsworth Publishin Company, Inc.
5	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Minimum Qty: 15,000</b> Enter price per Thousand	96663000005	15	M	\$ 778.00	\$ 11,670.00	Walsworth Publishin Company, Inc.

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6	Text, printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately <b>Price for any Quantity below 15,000</b> Enter price per Thousand	96663000005	1	M	\$ 1,497.00	\$ 1,497.00	Walsworth Publishin Company, Inc.
7	Charge for Additional Pages above the specified 40 (example 44) (1 Sheet) - 4- Pages plus cover + 4 cover pages	96663000013	1	each 4 page	-\$63.00	\$ (63.00)	Walsworth Publishin Company, Inc.
8	Charge for Additional Pages above the specified 40 (example 48) (2 Sheets) -8 Pages plus cover + 4 cover pages	96663000014	1	each 8 page	-\$4.00	\$ (4.00)	Walsworth Publishin Company, Inc.
	<b>TOTAL FOR SECTION I</b>					\$ 111,155.00	Walsworth Publishin Company, Inc.
	<b>SECTION II</b>	<b>DISTRIBUTION OF TOURISM GUIDES TO LOCATIONS SPECIFIED IN SECTION</b>					
1	YEAR 1 - LUMP SUM ANNUAL COST FOR DISTRIBUTION OF RC TOURISM GUIDES AS SPECIFIED AND INCLUDED IN VENDORS DETAILED DISTRIBUTION PLAN PROVIDED WITH BID SUBMITTAL. (A Quotation will be requested before the issuance of a purchase order )	91560	LUMP SUM	YEAR 1	\$ 24,808.00	\$ 24,808.00	Chronogram Media

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2	YEAR 2 - LUMP SUM ANNUAL COST FOR DISTRIBUTION OF RC TOURISM GUIDES AS SPECIFIED AND INCLUDED IN VENDORS DETAILED DISTRIBUTION PLAN PROVIDED WITH BID SUBMITTAL.(A Quotation will be requested before the issuance of a purchase order )	91560	LUMP SUM	YEAR 2	\$ 24,808.00	\$ 24,808.00	Chronogram Media
3	YEAR 3 - LUMP SUM ANNUAL COST FOR DISTRIBUTION OF RC TOURISM GUIDES AS SPECIFIED AND INCLUDED IN VENDORS DETAILED DISTRIBUTION PLAN PROVIDED WITH BID SUBMITTAL. (A Quotation will be requested before the issuance of a purchase order )	91560	LUMP SUM	YEAR 3	\$ 24,808.00	\$ 24,808.00	Chronogram Media
4	YEAR 4 - LUMP SUM ANNUAL COST FOR DISTRIBUTION OF RC TOURISM GUIDES AS SPECIFIED AND INCLUDED IN VENDORS DETAILED DISTRIBUTION PLAN PROVIDED WITH BID SUBMITTAL. (A Quotation will be requested before the issuance of a purchase order )	91560	LUMP SUM	YEAR 4	\$ 24,808.00	\$ 24,808.00	Chronogram Media

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5	YEAR 5 - LUMP SUM ANNUAL COST FOR DISTRIBUTION OF RC TOURISM GUIDES AS SPECIFIED AND INCLUDED IN VENDORS DETAILED DISTRIBUTION PLAN PROVIDED WITH BID SUBMITTAL. (A Quotation will be requested before the issuance of a purchase order )	91560	LUMP SUM	YEAR 5	\$ 24,808.00	\$ 24,808.00	Chronogram Media
	TOTAL FOR SECTION II					\$ 124,040.00	Chronogram Media

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## PURCHASES BY OTHER

### LOCAL GOVERNMENTS, SCHOOL DISTRICTS, AND NON PROFIT AGENCIES

As per the New York State General Municipal Law, all political subdivisions of New York State are allowed to make purchases through the resulting contract(s). As per Rockland County Procurement Policy, Non Profit Agencies approved to participate in New York State's Contract Extension Program are authorized to make purchases through the resulting contract(s).

1. The County of Rockland shall make all contract award information available to other political subdivisions and non profit agencies through our website: [www.rcpurchasing.com](http://www.rcpurchasing.com)
2. Any other political subdivision or Rockland County non profit agency will issue purchase orders directly to vendors within the specified contract period referencing the County's contract and shall be liable for any payments due on such purchase orders; and shall accept sole responsibility for any payment due.
3. All purchases shall be subject to audit and inspection by the other political subdivisions and Rockland County non profit agencies for which the purchase was made.
4. No officer, board or agency of a county, town, village, or school district shall make any purchase through the County when bids have been received for such purchase by such officer, board or agency, unless such purchase may be made upon the same terms, conditions and specifications at a lower price through the County.
5. All Bidders shall be on notice that as a condition of the award of a County contract, the successful bidder shall accept the award of a similar contract with any other political subdivision in New York State and Rockland County non profit agencies authorized to use New York State's contracts, if called upon to do so. A listing of approved Rockland County non profit agencies is available on the Purchasing Division's website at [www.rcpurchasing.com](http://www.rcpurchasing.com). The County, however, will not be responsible for any debts incurred by the participants pursuant to this or any other agreement.
6. Necessary deviations from the County's specifications in the award of a participant contract, whether such deviations relate to quantities, or delivery points shall be resolved between the successful bidder and the other political subdivisions and Rockland County non profit agencies.

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## **REQUEST FOR COMPETITIVE OFFERS – BEST VALUE AWARD PROCEDURES**

All purchase contracts of the County of Rockland to be awarded by Best Value shall be awarded by a Request for Competitive Offers. For this purpose, the term "purchase contract" includes contracts for commodities, materials, supplies, equipment and service work, but excludes contracts necessary for the completion of a public works contract covered by the prevailing wage provisions of article 8 of the Labor Law, such as for building construction.

If Minority and Women-owned Business Enterprise ("MWBE"), Small Business or Non-Profit status requirements are of a concern to the County regarding procurement; or if the funding source (Federal or State) prefers the Best Value Award methodology; the Best Value award methodology may be used.

Where the basis for award is the best-value offer, the Purchasing Division and Department Head shall document, in the procurement record and in advance of initial receipt of offers, the determination of the evaluation criteria, which, shall be objective and quantifiable, and the process to be used in the determination of best-value and the manner in which the evaluation process and selection shall be conducted. This shall include identifying the relative importance or weighting of price and non-price factors.

## **EVALUATION CRITERIA FOR THIS SOLICITATION**

<b>Criteria for Printing Tourism Guides Section I</b>	<b>Points</b>
Pricing for Printing and deliver to distributor	100
Past and present performance	50
Printing Capabilities	100
Quality control and Compliance	100
References	50
Narrative response	100
<b>Total available points</b>	<b>500</b>

<b>Criteria for Distribution of Tourism Guides Section II</b>	<b>Points</b>
Distribution pricing to given locations in section ii	100
Past and present performance	50
Distribution capabilities in house or third party	100
Quality control and Compliance	100
References	50
Narrative response	100
<b>Total available points</b>	<b>500</b>

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### **COST BENEFIT ANALYSIS REQUIRED**

The decision to award a contract on the basis of best value must be based on objective and quantifiable analysis, such as a cost-benefit analysis, whenever possible. In evaluating and determining to accept a higher priced offer, the Purchasing Division and County Department shall use a cost-benefit analysis to show quantifiable value or savings from non-price factors that offset the price differential of the lower price offers.

### **AWARD**

The submission of a Bid implies the Bidder's acceptance of the evaluation criteria and Bidder's acknowledgment that subjective judgments must be made by the evaluation committee. Award of any contract shall be made to the responsible Bidder, whose Bid is determined to provide the Best Value to the County.

Vendor must provide responses in fillable questionnaire provided as a separate attachment in order to be evaluated for the criteria for Section I and Section II.

Award(s) may be made to the highest scoring Bidder(s) resulting from the evaluation procedure described above.

The County reserves the right to: accept other than the lowest priced offer, waive any informality, or reject any or all bids, with or without advertising for new bids, if in the best interest of the County.



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## **SPECIFICATIONS**

### **1. SCOPE**

- 1.1. Printing of a full color Tourism Guide for the Rockland County Department of Tourism.
- 1.2. This Solicitation is based on 2 Sections. Section I is for Printing of Tourism Guides and Section II is for Distribution to location as per the specifications of section II.
- 1.3. The pricing for this solicitation will be awarded for Quantity breaks in 75000, 50,000, 35,000, 25,000, 15,000 and quantities below 15,000 to be priced per thousand. Vendor will submit pricing based on these quantity breaks. Pricing is required per 1(one) thousand for each quantity break.
- 1.4. Samples of similar guide / guides may be required from the vendor after the bid opening. Failure to provide a sample similar to specifications may be a cause to be determined non-Responsive.

### **2. TERM**

- 2.1. 5-year term Contract (See Price Adjustment Clause)

### **3. DEFINITIONS**

- 3.1. **Contract Proof**—a color proof that predicts the appearance of the final printed piece. Must be of sufficient quality to be used in the pressroom as a guide to compare colors while the piece is running on the press.
- 3.2. **Quantity**— Quantity indicates the order quantity necessary to order at a given price. It is given for the information of bidders and for the purpose of bid evaluation. It does not establish an obligation on the part of the County to order any quantity. Actual order quantity will depend upon requirements of the department as well as funds appropriated.

### **4. GENERAL SPECIFICATIONS**

#### **4.1. Format**

##### **4.1.1. Finished product will be**

- 4.1.1.1. Page Size: 8.5" x 10.5"
- 4.1.1.2. Page Count: 44 (+Cover)
- 4.1.1.3. Inside pages: 60# #3 Matte Text,
- 4.1.1.4. Cover 80# #3 Matte Cover Weight,
- 4.1.1.5. Ink: 4-color process text and cover,
- 4.1.1.6. Bleed: (Full)
- 4.1.1.7. Coverage: Heavy
- 4.1.1.8. Binding: Saddle-stitched book.

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#### **4.2. Mechanical/Prepress**

- 4.2.1. Print read digital files will be provided
- 4.2.2. All prep and prepress charges are to be included in the per/M price for printing. No additional charges will be allowed.
- 4.2.3. See attachment A for existing guides. Attachment A is provided only as a sample. Future guides may be modified as needed.

#### **4.3. Delivery**

- 4.3.1. 30-40 working days after Receipt of Purchase Order.
- 4.3.2. No overruns are billable.
- 4.3.3. Guides are to be packed bulk in cartons.
- 4.3.4. Prices to include delivery to our To-Be-Determined Distributor on Section II. See Sample Distribution Plan , quantities are just for information only.

### **5. SAMPLES**

- 5.1. Samples to be submitted upon request within 5 business days request is made after bid opening.

### **6. REQUIREMENTS**

- 6.1. Bidder must submit for evaluation responses in Questionnaire provided as a separate attachment in this bid. Failure to submit this response will result in bid deemed nonresponsive.
- 6.2. Bidder shall complete and submit a list of company-owned or -leased equipment (**see Certificate of Equipment form**).

### **7. PACKAGING**

- 7.1. Preferred Quantity 60 books per package. Shrink wrap not required.

### **8. AWARD**

- 8.1. Section I will be awarded as an all-or-none award.
- 8.2. Section II will be awarded as lowest responsive responsible distributor.

### **9. Price Adjustment**

The County recognizes this product, or service has a price component that may have a commodity with changing costs.

A Price Adjustment request must be made in writing and include the reason for the request, documentation supporting the request (ie, commodity increases), the current pricing, and the requested revised pricing.

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The County will review the Price Adjustment request. If the Price Adjustment is deemed reasonable the Price Adjustment request will be accepted by written acknowledgement. If the request is not accepted the County may entirely reject the request or may counter with revised pricing. In either case the County will provide a written explanation in support of the decision.

The Director of Purchasing may use available indexes (e.g. CPI or PPI) to determine if the requested Price Adjustment is reasonable. Typically, a Price Adjustment that exceeds 5% will not be approved unless very unusual and significant changes have occurred in the industry.

In the event industry costs decline, the County shall have the right to receive, from the Contractor, a reasonable reduction in prices/pricing that reflect such cost changes in the industry. The County will make a written request to the Contractor for a Price Adjustment in writing with supporting documentation.

#### **10. QUESTIONNAIRE FOR EVALUATION SECTION I**

Section 1 will be evaluated based on your answers provide on the following questions.

1. Pricing for Printing and deliver to distributor (100 points)

Provide your pricing that you have submitted in your bid proposal including shipping to Distributor only.(100 points)

2. Provide short detail of your past service to other government agencies similar to County of Rockland requested services. List past and present contract information with other government agencies. (50 points)
3. Explain what type of Printing capabilities you can provide for our current and future printing services. (100 points)
4. What quality Control measures do you have in place?( 25 points)
5. Do you have certification for environmental sustainability ( fsc, recycled paper use)?(25 points)
6. Can you ensure confidentiality and data security for sensitive print jobs? (25 points)
7. What are the safety measures you take to protect the printed materials during shipping?(25 points)
8. Provide 3 references from other contracts. Name , address or website, Telephone and email address.(50 points)
9. Provide a narrative response explaining why County of Rockland should choose your organization for this Contract.(100 points)

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**SECTION II Distribution of Rockland County Tourism Guides as per below specifications.**

**1. Objective**

To effectively distribute tourism guides to targeted locations in order to promote local attractions, events, and services to both residents and visitors, thereby tourism visibility and engagement.

**2. Scope of Service**

- a. Receive guides from the tourism authority or the Printing Press, count, verify and log inventory in a clean , organized and secure facility.
- b. Distribution Planning
  - Develop a distribution schedule (weekly, biweekly, or monthly and obtain approval by County of Rockland Tourism department.
  - Identify and update a list of strategic distribution points as described in item 1 Distribution plan. Location not to be changed without proper approval by County of Rockland Tourism Department.
  - No assignment shall be honored without a written consent of Rockland County Tourism Department
- c. **Guides Placement**
  - Deliver and restock guides at designated locations.
  - Ensure guides are attractively displayed in designated racks or counters.
  - Remove outdated or damaged materials and notify Tourism Authority for additional expected quantities to be provided.
- d. **Reporting**
  - Maintain distribution logs including date, locations, and quantity delivered
  - Submit periodic reports monthly to Rockland County Tourism department detailing: Locations services, Quantities distributed, Observations or issues for example low foot traffic , full racks)
- e. **Quality Assurance**
  - Perform routine inspections of high-traffic locations to ensure materials are well maintained.
  - Address feedback and respond to requests for increased distribution at specific locations.

**3. County of Rockland Tourism responsibilities**

- Provide approved guides materials on time.
- Notify the provider of any changes to distribution priorities or location
- Obtain a written quotation for locations other than provided in distribution plan sheet in section II.

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**DISTRIBUTION PLAN**

**1. RECOMMENDED LOCATIONS: (locations may vary as per request from RC Tourism Department.)**

- 35,000 guides to the awarded vendor on Section 2. Quantity is just an estimate for evaluation purposes.
- Quantity TBD for Manhattan, Brooklyn, Queens to be sent to Mitchell's NY, 31-09 Hunters Point Ave, Long Island City, NY 11101 quarterly distribution.
- Quantity TBD - NYS Thruway location –Sloatsburg (address will be provided upon request)
- Quantity TBD - RC Tourism, 50 Sanatorium Road, Bldg. A, 8th Fl. Suite 825, Pomona, NY 10970
- Quantity TBD - Getaways on Display, Inc. 147 Arrowhead Drive, Manheim, PA 17545 for NJ
- Quantity TBD - CTM Media Group, 11 Largo Dr. S, Stamford, CT 06907 for CT

**2. QUESTIONNAIRE FOR EVALUATION SECTION II ( TO BE SUBMITTED SEPARATELY WITH BID RESPONSE)**  
 Section II will be evaluated based on your answers provide on the following questions.

1. Distribution Pricing for the Tourism Guides for up to 75,000 guides to the locations in Section II of this bid. Quantity is only for analysis purposes.(100 points)
2. Past and present performance, list at least 3 current contracts for the similar services provided to a government setting.(50 points)
3. Vendor to provide details scope of service by answering the following questions.(100 points)
  - i. What is your plan for targeting Audience reach?
  - ii. What steps do you take to maximize impact without excessive Waste?
  - iii. What are the hot spots areas you plan to distribute these guides?
  - iv. What is the plan to provide feedback communication with County of Rockland and how often?
4. Explain how you provide quality control and compliance, storage methods, reporting and tracking the outcome of your distribution plan.
5. References: Provide 3 References from past or existing contracts for distribution for similar purposes as specified in this bid. See Certification of experience. (50 point)
6. Provide a narrative response explaining why County of Rockland should consider your company to provide distribution services for its Tourism Guide. (100 points)