

COUNTY OF ROCKLAND  
Department of General Services  
**Purchasing Division**

# Contract Award Notification

Title: **Printing Services-Rockland County Tourism Guide**

Contract Period: April 20, 2022 through April 19, 2023 w/2-1 year options

Original Date of Issue: April 20, 2022

Date of Revision:

**BID No: RFB-RC-2022-019**

**Catalog: Printing**

Authorized Users: County agencies, Political Subdivisions

Address Inquires To:

Name: Kathy McSharar  
Title: Purchaser II  
Phone: 845-364-3821  
Fax: 845-364-3809  
E-mail: [mcsarak@co.rockland.ny.us](mailto:mcsarak@co.rockland.ny.us)

**Description**

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

Contract #	Vendor Number	Contractor & Address	Telephone No.
BID 22-019	0000023938	Walsworth Publishing Company 306 No. Kansas avenue Marceline, MO 64658 Contact: Bryan Atterbury <a href="mailto:Bryan.atterbury@walsworth.com">Bryan.atterbury@walsworth.com</a>	660-376-3543    FAX: 616-218-1808

**Please Note: this contract has price breaks for item pricing. You will only see one price for the first printing but when you put in different quantities the lower pricing will come up.**

COUNTY OF ROCKLAND  
 DGS – PURCHASING DEPARTMENT  
 BLDG. A, 2ND FLOOR, 50 SANATORIUM ROAD  
 POMONA, NY 10970  
 TELEPHONE NO.: 845-364-3820  
 FAX NO.: 845-364-3809

VENDOR: Walsworth

LINE NO.	DESCRIPTION	ITEM NUMBER	EST. QTY.	UNIT	UNIT PRICE	EXTENDED PRICE
	<b>Text Printing and Binding</b> Trim size: 10 5/8" (Side)x 8 1/4" Pages: 40 plus cover + 4 cover pages Paper: 40# white gloss text interior #4 Paper-Covers: 80# gloss text #3 Ink: 4/4 (Process) (text and cover) Bleeds: Full Coverage: Heavy Binding: Saddle Stitch Contract proof required for approval. See specification 3.1.					
1	Text, first printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately Qty: 75,000 <b>Enter price per M</b>	96663000005	75	M	<b>\$392.00</b>	<b>\$29,400.00</b>
2	Text, first printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately Qty: 50,000 Enter price per M	96663000005	50	M	<b>\$433.00</b>	<b>\$21,650.00</b>
3	Text, first printing, including all prep, prepress, proofs, printing, binding, and other charges not listed separately Qty: 25,000 Enter price per M	96663000005	25	M	<b>\$562.00</b>	<b>\$14,050.00</b>
	Contract Proofs Must conform with paragraph 3.1 of the specifications. All other references to contract proof will be same type of proof as specified herein. <b>SPECIFY TYPE/BRAND OF CONTRACT PROOF TO BE PROVIDED</b>	<b>EPSON SURECOLOR</b>				

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LINE NO.	DESCRIPTION	ITEM NUMBER	EST. QTY.	UNIT	UNIT PRICE	EXTENDED PRICE
4	Text, exact reprint, no changes from original run. Confirmation proof required. All costs included, as above. Qty: 50,000 Enter price per M	96663000006	50	M	<b>\$417.00</b>	<b>\$20,850.00</b>
5	Text, exact reprint Qty: 25,000 Enter price per M	96663000006	25	M	<b>\$522.00</b>	<b>\$13,050.00</b>
6	Text, exact reprint Qty: 15,000 Enter price per M	96663000006	15	M	<b>\$685.00</b>	<b>\$10,275.00</b>
7	Charge for Additional Pages above the specified 40 (example 44) (1 Sheet) - 4-Pages plus cover + 4 cover pages	96663	1	4-Pages	<b>N/A</b>	
8	Charge for Additional Pages above the specified 40 (example 48) (2 Sheets) -8 Pages 75,000 COPIES plus cover + 4 cover pages	96663	2	8-Pages		<b>\$4,595.00</b>
9	Credit for Reduction of Pages from the 40 (example 36) pages specified - (1 sheet) 4-pages plus cover + 4 cover pages	96663	1	4-Pages	<b>N/A</b> <hr/> <b>Minus</b>	
10	Credit for Reduction of Pages from the 40 (example 32) pages specified - (2 sheets) 8-pages 75,000 COPIES plus cover + 4 cover pages	96663	2	8-Pages	<hr/> <b>Minus</b>	<b>-\$3,437.00</b>

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**TITLE: PRINTING OF ROCKLAND COUNTY TOURISM  
 GUIDE**

**BID NUMBER: RFB-RC-2022-019**

## 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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## SPECIFICATIONS

### 1. SCOPE

- 1.1. Printing of a full color Tourism Guide for the Rockland County Department of Tourism.
- 1.2. Preferred delivery will be in Spring 2022. Response must include firms anticipated delivery from Receipt of Purchase order on the Cost Proposal Page. Failure to indicate an anticipated delivery may be a cause to be determined non-Responsive.
- 1.3. Samples of similar guide / book must be included with bid response. Failure to provide a sample of prior books similar to specifications and paper stock with bid may be a cause to be determined non-Responsive. See Section 5.

### 2. TERM

- 2.1. One-year period, with option to renew for an additional 2-1-year terms. (See Section 8)

### 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. Trim Size: 10 5/8" (Side) x 8 1/4",
  - 4.1.1.2. Pages: 40-pages + 4-cover pages,
  - 4.1.1.3. Interior Pages: 40# gloss text #4,
  - 4.1.1.4. Covers: 80# gloss text #3,
  - 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.

#### 4.2. Mechanical/Prepress

- 4.2.1. Files provided are to be Quark Express 4.1 or current documents
- 4.2.2. Print read digital files will be provided
- 4.2.3. All prep and prepress charges are to be included in the per/M price for printing. No additional charges will be allowed.

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**4.3. Intermediate Quantities**

4.3.1. Intermediate order quantities will be ordered at the per/M price of the next lower quantity listed on the bid

**4.4. Delivery**

4.4.1. 30-60 working days after Receipt of Purchase Order.

4.4.2. No overruns are billable.

4.4.3. Guides are to be packed bulk in cartons, 60 books per carton.

4.4.4. Prices to include delivery to our To-Be-Determined Distributor. See Sample Distribution Plan

**TO BE DETERMINED – SEPARATE SOLICITATION HAS BEEN ISSUED.**  
**Receiving Hours: Mon-Fri 9 AM-3 PM**

**5. SAMPLES**

5.1. Bidder to submit a minimum of three different samples of work completed of similar scope outlined in this specification.

5.2. Samples to be submitted **with** the bid response.

5.3. Cover and page paper samples must be provided with bid response.

**6. REQUIREMENTS**

6.1. Bidder shall submit for evaluation a minimum of three references for which similar work in size and scope was performed (**see Certification of Experience form**).

6.1.1. It is recommended the samples submitted for review relate to the references submitted on the Certification of Experience form.

6.2. Bidder shall complete and submit a list of company-owned or -leased equipment (**see Certificate of Equipment form**).

**7. AWARD**

7.1. This is an all-or-none award.

7.2. The bid will be awarded to the lowest responsible, responsive bidder as provided in line #11 Total Cost in the Best Interest of the County in regard to the anticipation of meeting the 30-60 days delivery after receipt of Purchase Order.

**8. CONTRACT PRICE ADJUSTMENTS UPON RENEWAL**

8.1. The County recognizes this product or service has a price component that may have a commodity with changing costs. The Contractor/Supplier may request a Price Adjustment no more frequently than once each quarter (3 month period).

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- 8.2. A Price Adjustment request must be made in writing and include the reason for the request, documentation supporting the request (i.e., commodity increases), the current pricing, and the requested revised pricing.
- 8.3. 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.
- 8.4. 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.
- 8.5. 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.

**2022 DISTRIBUTION PLAN  
(REPRESENTATIVE SAMPLE-  
SUBJECT TO CHANGE)**

**RECOMMENDED DISTRIBUTION OF 75,000  
(1250 cartons) TOURISM GUIDES.**

**(NOTE: A separate solicitation has been issued to cover the Printing of the travel guide and includes the initial shipment to the recommended distribution below. Below is a representation sample and final distribution points will be provided after that separate bid is awarded.).  
(Response must include a draft distribution plan)**

**#1 - INITIAL DELIVERY DIRECTLY FROM  
PRINTER**

Approx. 54,900 guides (915 cartons)  
Main Storage Facility / Warehouse

Shall include distribution throughout the Hudson Valley:

Minimum of 250 locations per month (To Be Determined)

12 monthly drops per year

Approx. 25,000 guides or more distributed throughout the year

Balance of above guides distributed as authorized by Tourism representative.

**#2 - INITIAL DELIVERY DIRECTLY FROM  
PRINTER:**

17,700 total guides distributed per year - Distributed quarterly to Manhattan, Brooklyn, Queens:  
Approx. 405 locations per quarter

Distribution Center #1 – 11,700 Guides (195 cartons): Brooklyn

Distribution Center #2 - 6,000 Guides (100 cartons): Queens

**#3 - INITIAL DELIVERY FROM PRINTER:**

NYS Thruway:

600 Guides (10 Cartons) Travel Guides - Travel Plaza Information Center, New York State Thruway, Milepost 65 North, Plattekill, NY 12568

600 Guides (10 Cartons) Travel Guides - Travel Plaza Information Center, New York State Thruway, Milepost 33 North, Sloatsburg, NY 10974

**REVISED**

75,000 Guides

25,000 guides to Chronogram Media 101-899 Enterprise Drive, Kingston, NY 12401, Kingston, NY 12401 (for Hudson Valley Distribution)

20,000 guides for Manhattan, Brooklyn, Queens to be sent to Mitchell's NY, 31-09 Hunters Point Ave, Long Island City, NY 11101

They can accommodate any delivery -- they have a loading dock, forklift and pallet jack. No special requirements.

Assuming the bundles will be on pallets with secured wrap around the pallet.

Due to the Changes regarding Thruway Deliveries it has been determined to send the Thruway requirements to Chronogram Media and they will arrange to deliver to Main Thruway location in Sloatsburg at no additional cost.

10,000 guides NYS Thruway to 1 thruway location – Sloatsburg (I still have to confirm address)



600 Guides (10 Cartons) Travel Guides - Travel Plaza Information Center, New York State Thruway, MilePost 127 South, New Baltimore, NY 12124

**#4 - INITIAL DELIVERY FROM PRINTER:**

Rockland County Tourism Office  
600 Guides (10 cartons)  
Dr. Robert Yeager Health Center  
50 Sanatorium Rd, Bldg A, 8th Floor, Pomona, NY 10970

600 guides RC Tourism, 50 Sanatorium Road, Bldg. A, 8th Fl. Suite 825, Pomona, NY 10970

**NEW LOCATIONS**

5,000 guides to Getaways on Display, Inc. 147 Arrowhead Drive, Manheim, PA 17545 for NJ  
No special instructions. They receive 8:30-4:30 Monday thru Friday. Just add Building 3 to the address. No appointment needed. They have dock and forklift onsite. As long as they are wrapped and on pallets, they are good.

10,000 guides to CTM Media Group, 11 Largo Dr. S, Stamford, CT 06907 for CT  
Just 24hr notice (apt) needs to be made. They have a warehouse so no liftgate needed as they have a forklift in their warehouse and they place product away neatly on our shelves. Your printer truck just needs to back in. They need to know about ETA as soon as possible as well.

Balance of 4,400 to Chronogram Media 101-899 Enterprise Drive, Kingston, NY 12401, Kingston, NY 12401