| 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 | |
|---|---|---|---|---|---|---|
| NUMBER OF RESPONDENTS | 6 |  |
| NAME OF BIDDER | NUBIAN NEWS CORPORATION | VANGUARD DIRECT INC, DBA VANGUARD | SOLIDLINE MEDIA DBA CREATIVE MARKING ALLIANCE, INC | EPK GROUP LLC | STOKES CREATIVE GROUP, INC | |
| ADDRESS | 25 S WESTFIELD AVENUE | 2 PENN CENTER, 1500 JFK BOULEVARD, SUITE 1000 | 180 W. WASHINGTON ST., 12TH FLOOR | 191 CLARKSVILLE ROAD | 1027 S. CLINTON AVENUE | 166 ROUTE 206 | |
| CITY, STATE, ZIP | TRENTON, NJ 08618 | PHILADELPHIA, PA 19100 | CHICAGO, IL 60602 | PRINCETON JUNCTION, NJ 08550 | TRENTON, NJ 08611 | VINCETOWN, NJ 08088 | |
| CONTACT NAME | RICHARD HARMON (NYC HQ) | DONALD O'CONNELL (NYC HQ) | GREGORY VASS | CHRISTIAN AMATO, CFO | ELEANOR KUBALI | PATRICIA C. EGAN | |
| TELEPHONE | 609-858-2777 | 267-468-0211 | 847-942-8382 | 609-297-2226 | 609-393-8838 | 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@VANGUARDDIRECT.COM | GVASS@SOLIDLINEMEDIA.COM | CAMATO@CMASOLUTIONS.COM | ELEANORKUBALI@EPKGROUP.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#35485 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

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Federal Tax ID No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nubian News Corp</td>
<td>81-3556369</td>
</tr>
<tr>
<td>Address 1</td>
<td></td>
</tr>
<tr>
<td>25 S. Westfield Ave</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>Trenton</td>
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<tr>
<td>State</td>
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</tr>
<tr>
<td>NJ</td>
<td></td>
</tr>
<tr>
<td>Zip Code</td>
<td></td>
</tr>
<tr>
<td>08618</td>
<td></td>
</tr>
</tbody>
</table>

## SCOPE OF SERVICE

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.

   **Photography for Direct Mail Piece**
   
   Shoot and edit RAW images for use in the piece.

   **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 182,000 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**
   
   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**
   
   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**
   
   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.

## PRICE

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design, Print and Mail Drop a Direct Mail Piece</td>
<td>$19,581.00</td>
</tr>
<tr>
<td>Photography for Direct Mail Piece</td>
<td>$811.00</td>
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<tr>
<td>Mail Drop Direct Mail Piece</td>
<td>$39,622.00</td>
</tr>
<tr>
<td>Produce Two-Minute PSA and 1-Minute TWW-TV Videos</td>
<td>$20,854.00</td>
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<tr>
<td>Develop a Logo for TWW-TV</td>
<td>$883.00</td>
</tr>
<tr>
<td>Design Print Ads of Various Sizes</td>
<td>$921.00</td>
</tr>
</tbody>
</table>

## 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: [Signature]

Date: 2-10-2019
# 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

**City**
Philadelphia

**State**
PA

**Zip Code**
19102

## SCOPE OF SERVICE

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**
   
   $6,750.00

2. **Photography for Direct Mail Piece**
   
   Shoot and edit RAW images for use in the piece.

   **PRICE**
   
   $16,000.00

3. **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.

   **PRICE**
   
   $26,700.00

4. **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.

   **PRICE**
   
   $15,000.00

5. **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.

   **PRICE**
   
   $8,000.00

6. **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.

   **PRICE**
   
   $29,250.00

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**GRAND TOTAL**

$101,700.00

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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.

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**Authorized Original Signature**

2/12/2019

Date
Proposal Price Worksheet

K.V. Media Group, Inc. dba SolidLine Media
180 W Washington St
12th Floor
City Chicago State IL Zip Code 60602

SCOPE OF SERVICE
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.

   Photography for Direct Mail Piece
   Shoot and edit RAW images for use in the piece.

   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.

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.

   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.

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.

   PRICE
   $22,950.00
   $1,395.00
   $52,900.00
   $54,550.00
   $395.00
   $9,900.00

   GRAND TOTAL
   $142,090.00

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.

Gregory Vass
Authorized Original Signature
02/09/2019
Date

RFP1019-00 DESIGN, AND MAIL DROP DIRECT MAIL PIECE, PRODUCE PSA AND OTHER EDUCATION VIDEOS IN 4K

Page 4
# Proposal Price Worksheet

**Creative Marketing Alliance, Inc.**

**Address 1**
191 Clarksville Road

**City**
Princeton Junction

**State**
New Jersey

**Zip Code**
08550

<table>
<thead>
<tr>
<th>SCOPE OF SERVICE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Design, Print and Mail Drop a Direct Mail Piece</td>
<td>22,500</td>
</tr>
<tr>
<td>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></td>
</tr>
<tr>
<td>Photography for Direct Mail Piece</td>
<td>1,800</td>
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<tr>
<td>Shoot and edit RAW images for use in the piece.</td>
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<tr>
<td>Mail Drop Direct Mail Piece</td>
<td>6,546</td>
</tr>
<tr>
<td>Utilize a mail house, USPS Every Door Direct Mail (EDDM), or a USPS EDDM Respondent to distribute the direct mail piece to 152,000 residents and 63,000 customers in zip codes in TWW's five-municipality service area.</td>
<td></td>
</tr>
<tr>
<td>2. Produce Two-Minute PSA and 1-Minute TWW-TV Videos</td>
<td>99,442</td>
</tr>
<tr>
<td>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></td>
</tr>
<tr>
<td>Develop a Logo for TWW-TV</td>
<td>750</td>
</tr>
<tr>
<td>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></td>
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<tr>
<td>3. Design Print Ads of Various Sizes</td>
<td>9,328</td>
</tr>
<tr>
<td>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></td>
</tr>
</tbody>
</table>

**GRAND TOTAL**

$142,166

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**

2/13/19
Proposal Price Worksheet

Company Name
EFK Group

Federal Tax ID No.
22-3701190

Address 1
1027 South Clinton Avenue

Address 2

City
Trenton

State
NJ

Zip Code
08611

SCOPE OF SERVICE

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.

- 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.

- 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
**SCOPE OF SERVICE**

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.

   **Photography for Direct Mail Piece**
   Shoot and edit RAW images for use in the piece.

   **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.

   **PRICE**
   $4,625.00

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.

   **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.

   **PRICE**
   $71,100.00

   $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.

   **PRICE**
   $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.

[Signature]
2/12/19

Authorized Original Signature

Date