



U N I V E R S I T Y O F
SOUTH CAROLINA

AMENDMENT NO. 2

TO: ALL OFFERORS

FROM: Damon Hightower

**SUBJECT: Solicitation USC-RFP-1823-DH
PUBLISHING, MERCHANDISING & PROMOTING THE YEARLY CAMPUS TELEPHONE
DIRECTORY FOR THE UNIVERSITY OF SOUTH CAROLINA – COLUMBIA CAMPUS**

DATE: November 19, 2010

This Amendment No. 2 modifies the Request for Proposals (RFP) only in the manner and to the extent as stated herein.

**ITEM ONE: (ADD) PLEASE ADD THE FOLLOWING CLAUSES TO SECTION VII. TERMS AND
CONDITIONS – B.SPECIAL (ATTACHED)**

**ITEM TWO: QUESTIONS RECEIVED WERE CONSIDERED BY THE UNIVERSITY. A DECISION
WAS MADE TO ANSWER THE QUESTIONS BASED UPON THEIR VALUE TO THE SUCCESS OF
THE SOLICITATION. SEE PAGE THREE FOR QUESTIONS AND ANSWERS.**

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO. 2 IN THE SPACE PROVIDED
BELOW AND RETURN IT **WITH THEIR PROPOSALS**. FAILURE TO DO SO MAY SUBJECT BID
TO REJECTION.

Authorized Signature

Firm

Date

PAGE TWO
ITEM ONE

PRICE ADJUSTMENT - LIMITED - AFTER INITIAL TERM ONLY (JAN 2006): Upon approval of the Procurement Officer, prices may be adjusted for any renewal term. Prices shall not be increased during the initial term. Any request for a price increase must be received by the Procurement Officer at least ninety (90) days prior to the expiration of the applicable term and must be accompanied by sufficient documentation to justify the increase. If approved, a price increase becomes effective starting with the term beginning after approval. A price increase must be executed as a change order. Contractor may terminate this contract at the end of the then current term if a price increase request is denied. Notice of termination pursuant to this paragraph must be received by the Procurement Officer no later than fifteen (15) days after the Procurement Officer sends contractor notice rejecting the requested price increase.

PRICE ADJUSTMENTS – LIMITED BY CPI “All Items” (JAN 2006): Upon request and adequate justification, the Procurement Officer may grant a price increase up to, but not to exceed, the unadjusted percent change for the most recent 12 months for which data is available, that is not subject to revision, in the Consumer Price Index (CPI) for all urban consumers (CPI-U), “all items” for services, as determined by the Procurement Officer. The Bureau of Labor and Statistics publishes this information on the web at www.bls.gov.

PAGE THREE

ITEM TWO: THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDORS:

1. Has net sales dramatically decreased in 2008, 2009 and 2010 to result in net sales in 2010 being less than 1/2 of 2007?

Answer: No.

2. Did the net sales in connection with the 2009-2010 and 2010-2011 Directories result in the publisher thereof suffering a substantial loss of money on this publication?

Answer: We do not have comprehensive financial statements from the current vendor to accurately gauge profits or losses.

3. Has the viability of the local market tremendously eroded beginning in 2008 to the present?

Answer: We don't have the information necessary to answer this question.

4. Has USC established a minimum financial contribution, which must be offered by any bidder in order to be considered for the award of this contract?

Answer: No.

5. Please confirm whether USC has a coupon booklet that is distributed each semester at Adam's Bookstore and a Day Planner that was begun in 2006.

Answer: The only bookstore USC has a relationship with is the University Bookstore operated by Barnes and Noble.

6. Is the above-described Day Planner associated, affiliated, or authorized by USC? Is it distributed on campus?

Answer: We have no knowledge of the day planner.

7. Was USC satisfied with the services performed by the publisher during the preceding 5 annual editions of this Directory?

Answer: Yes.

8. Is USC more interested in receiving the maximum revenue from its Student/Faculty/Staff Directory or having a superlative Directory of unrivaled quality, professional services from its publisher, early delivery of the Directory, and total satisfaction by the local business community who funds this publication?

Answer: We would like a quality directory for USC's campus that yields maximum revenue.

9. Is it correct that the 2010 net sales were only slightly higher than the guaranteed annual monetary contribution that you received in association therewith and the cost to print that Directory?

Answer: We do not have comprehensive financial statements from the current vendor to accurately gauge costs, profits or losses.

10. How do you define the stability of your local economy - strong, unstable, or weak?

Answer: We don't have the information necessary to answer this question. We depend upon the vendors to serve as subject matter experts on the stability of our local economy.

11. What publishers have you invited to participate in the instant bidding process?

Answer: We don't release the department's suggested vendor list during the solicitation process so we can't answer your question.

12. Is USC required to rebid this project at the end of the proposed 5 year relationship?

Answer: Yes.

13. Will USC consider its ability to work together with a vendor in awarding this contract?

Answer: Yes.

14. Will USC be prepared to accept a significantly lower annual guaranteed contribution, with an aggressive revenue sharing mechanism, since the gross sales for 2010 are less than 50% of 2007?

Answer: We will work with the highest ranked offeror from the evaluation process for the solicitation.

15. What is the priority within which USC will consider and analyze each bid?

Answer: We will evaluate responsive proposals in a timely manner while adhering to the SC Consolidated Procurement Code.

16. What steps will USC be prepared to undertake or implement in an effort to ensure the permanent viability of its official Directory?

Answer: Whatever steps are available and in the best interest of the university.

17. Why is USC decreasing its required circulation from 17,000 in 2006 to 14,000?

Answer: We had 3,000 directories not picked up in 2006.

18. With gross sales decreasing by approximately \$150,000 from 2007 to 2010, is USC concerned about the ability of the vendor to fund its Directory through the advertising there in of the local business community?

Answer: We're concerned with any revenue-generating publication staying viable.

19. Will USC accept a Directory that does not contain all of the features included in the Directories produced from 2006-2010? If so, which features should, or may, be excluded?

Answer: We like the directory we've had in the past, but will accept any directory the market will bear that meets or exceeds our specifications that are stated in the solicitation.

20. Is USC concerned that area merchants are either choosing other venues in which to advertise or do not have sufficient resources to be a part of USC DIRECTORY?

Answer: Yes.

21. What course of action will USC undertake or pursue if it receives no proposals in response to the subject RFP?

Answer: We will cancel the solicitation.

22. In such event that a vendor continues to lose money publishing the USC DIRECTORY, as has consistently occurred in 2009 and 2010, what relief, if any, would USC contemplate providing that vendor?

Answer: The University expects the contractor to honor its contract throughout the contract term.

23. Do you consider the Midlands/Columbia economy to be struggling, weak, or unstable?

Answer: We don't have the information necessary to answer this question. We depend upon the vendors to serve as subject matter experts on the stability of our local economy.

24. In that the percentage of nonpayment of accounts has increased in recent years, is USC concerned that local businesses are financially unable to underwrite the USC DIRECTORY?

Answer: Yes.

25. Have you been informed that sales have tremendously declined each and every year for 2008, 2009 and 2010?

Answer: Yes.

26. What has USC done to assist the publisher in attempting to stabilize the unstable local market?

Answer: Market conditions are not within the university's control.

27. Has USC invited the publisher of the Day Planner, whose representatives have consistently informed the local business community, that that calendar is either distributed to all Carolina students, passed out to all USC students at registration or given to all Carolina students at orientation – all being inaccurate statements?

Answer: We have no knowledge of this day planner.

28. Would USC be receptive to affording the publisher a significant reduction in the guaranteed annual payment for 2-3 years due to the nationally-recognized recession suffered by the State of South Carolina and the Midlands economy?

Answer: The University will consider contractor's request for adjustments to Guaranteed Royalty Annually and/or Net Revenue Percentage in accordance with the Price Adjustment Limited-After Initial Term Only and Price Adjustments-Limited By CPI "All Items" clauses in this amendment to the solicitation.

29. What is the present unemployment rate in Richland County, as well as the State of South Carolina?

Answer: Please refer to the South Carolina Department of Employment and Workforce. This is not information the university has available.

30. What have been the highest unemployment levels for the entire State and for Richland County from January 2008 to date?

Answer: Please refer to the South Carolina Department of Employment and Workforce. This is not information the university has available.

31. Can you send a copy of the publication?

Answer: Yes, we have copies available by request to the Procurement Officer for the solicitation however we can guarantee timely receipt of delivery.

32. What were the reported sales for the last edition?

Answer:	2006-2007	\$115,027
	2007-2008	\$157,671
	2008-2009	\$158,164
	2009-2010	\$114,726
	2010-2011	\$ 94,089

33. Do you have a copy of the latest rate card you can forward?

Answer: No, it is not available.

In III.4 where it describes the breakdown of the number of pages – is this the requested bind order? Is the awarded publisher allowed to move all advertising pages to the back of the book?

Answer: We are interested in three separate “editorial” sections – (1) an info section, (2) faculty/staff listings, and (3) student listings. We do not have a set number of pages we have to have for each section, but want to make sure that the contract allots enough space to accommodate our needs. Currently (1) the info section is 56 pages, the (2) faculty/staff listings section is 56 pages, and the (3) student listings section is 152 pages. These sections have remained about this size for the last few years; we do anticipate significant expansion of any of these sections.

Yes, the publisher may place the advertising in the back of the book.

34. Do you have a copy of the 2010 production schedule that you can forward?

Answer: Yes, it is enclosed.

35. Do any of your sections require text conversions?

Answer: Currently a text file is uploaded to Data Management. From there it is flowed into columns and converted to a pdf file.

36. What were the guaranteed royalties for 2010?

Answer: \$51,500

37. What was the variable royalty rate for 2010 & what did the university receive?

Answer: 10% of all net revenues over \$200,000; USC received \$0 in variable rate royalties

38. Do all listing pages contain colored bleeds? Are they black or specific colors?

Answer: We currently use our school colors for the bleeds. We have a black bleed on the faculty/staff listings pages and a garnet bleed on the student listings pages.

39. Are ads allowed on inside front, inside back and outside back covers?

Answer: Yes, ads are allowed on inside front, inside back and outside back covers.

2010 USC DIRECTORY PRODUCTION SCHEDULE

- 5/21/10 (F) Sample data to be transmitted by USC to DATA MANAGEMENT to create “test proofs” of Student and Faculty/Staff listings. Such data files shall be sent via email directly to DATA MANAGEMENT at allan@dbman.com.
- 5/28/10 (F) “Test Sample” proofs due to USC from DATA MANAGEMENT. “Test File” proofs will be submitted via email unless USC requires “hard copy” proofs” to review.
- 5/28/10 (F) Front Cover design files to be transmitted to UDL via email to info@udlky.com. An electronic “rainbow proof” will be provided to USC at no cost. UDL will develop the spine once it has been determined the required thickness.
- 6/4/10 (F) Files for foldout black and white campus map 17" x 11" due to UDL by USC, with same to be transmitted via email to info@udlky.com.
- 6/11/10 (F) Front Cover “proof” provided to USC.
- 6/11/10 (F) USC shall provide UDL, in “camera ready” form, the Introductory Informational section comprised of 72 pages, with said information to be transmitted via email to info@udlky.com.
- 6/23/10 (W) Introductory Informational section (“Green Pages”) “proof” due from UDL to USC (preferably via email) (Departmental & Administrative listings shall be contained therein).
- 7/2/10 (F) Final Student listing information due to DATA MANAGEMENT, with said data to be transferred by the Internet to the FTP site of UDL at ftp.dbman.com.
- 7/7/10 (W) “Proofs” of Student listings in formatted and paginated form due from DATA MANAGEMENT to USC.
- 7/7/10 (W) “Yellow Pages & Discount Coupons” section, Divider/Insert/Sports Page & Covers “rough draft” to be submitted to USC from UDL for approval of acceptability of content.
- 7/13/10 (T) Final Faculty/Staff listing information due to DATA MANAGEMENT, with said data to be transferred by the Internet to the FTP site of UDL at ftp.dbman.com. RUN DATA PULL ON 7/12/10.
- 7/14/10 (W) Approval of content of ads/coupons, as well as Covers/Sports Page/Inserts/Divider ads from USC to UDL.
- 7/14/10 (W) “Proofs” of Faculty/Staff listings in formatted and paginated form due from DATA MANAGEMENT to USC.
- 7/30/10 (F) 2010-2011 USC DIRECTORY delivered by UDL to USC at a destination so specified by USC prior thereto. UDL will be permitted to temporarily store, for up to 7 days, the quantity of Directories that will be distributed to off campus students via participating landlords with USC.