



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

Posting Date: September 2, 2016

INTENT TO AWARD

This is a statement of intent to award a contract and becomes the official statement of award effective 8:00 AM September 13, 2016, unless otherwise suspended or canceled. Vendors are encouraged not to begin work on the contract or incur any costs associated with the contract prior to the effective date of the contract. The University of South Carolina assumes no liability for any expenses incurred by vendors prior to the effective date of the contract.

Bidder's right to protest as listed in section 11-35-4210 in the South Carolina Consolidated Procurement Code applies to this award. Protest to be filed with:

Chief Procurement Officer
Materials Management Office
1201 Main Street Suite 600
Columbia, SC 29201\

Solicitation Number: USC-RFP-2958-CJ (Lot A)

Description: Sales, Warehousing, and Distribution of Publications and Subscription Item for National Resource Center for the First-Year Experience and Students in Transition (NRC)

ISSUE DATE: April 15, 2016

DEADLINE FOR RESPONSES: May 16, 2016 at 3:00 PM

Awarded To: Stylus Publishing, LLC
ATTN: John Von Knorring/Andrea Ciecierski
22883 Quicksilver Drive
Sterling, VA 20166

Initial Contract Term: September 19, 2016 through September 18, 2017

Maximum Contract Term: September 19, 2016 through September 18, 2021

Estimated Potential Value of Contract: \$268,000.00

Evaluated Amount:

Bundled Bid

28% of Net Sales (Commission on Sales)

Additional Services and Related Charges

- 1. Customization of Shopping Cart System**
 - A. Option I: Creation of an NRC-branded sub site dedicated to NRC's publications that will be hosted by Stylus, using Stylus design.**

The charge for this customization will be \$2,500.00
 - B. Option II: This option is similar to Option I with the difference that the design of the subsite will be integrated with the look and feel of the National Resource Center Web site.**

The charge will be at a rate of \$150.00 per hour and an estimate of 80 hours to specify and complete.

- 2. Conversion of Print-Ready Files to E-Book Formats**

The cost per title to convert a print-ready PDF production file to an e-book format is \$0.40 per page per file type – ePDF, E-Pub, and MOBI.

- 3. CREATION OF NEW CUSTOM PROGRAMS TO MEET NRC's SPECIFICATIONS**

Provide access to electronic dashboard for authorized NRC personnel for the creation of sales and inventory reports. Desired reports include: End-user information (i.e. name, institution, shipping address, e-mail address, product(s) purchased.

To program online access to this data will cost \$80.00

- 4. SHIPPING INVENTORY TO NRC**

Stylus will invoice all books shipped at NRC's request as gratis copies but will charge actual costs of shipment plus a handling charge of \$1.00 per copy shipped for each shipment of 25 copies or fewer, and a handling charge of \$0.50 for each shipment of more than 25 copies.

- 5. ADDITIONAL DIRECT TO CONSUMER MARKETING ACTIVITIES**
 - A. Inclusion in Stylus' Annual Higher Education Catalog, Direct Mail Pieces and Advertisements**

For inclusion of NRC's titles in Stylus' annual Higher Education Catalog, Stylus will charge NRC per page, by determining the page-equivalent used, at a rate of \$500.00 per page.
 - B. Creation of Dedicated Direct Mail Pieces and Advertisements for NRC**

Having previously defined the scope and budget of each project with NRC, Stylus will charge for all corresponding out of pocket and will further charge labor and overhead at \$40.00 per hour.
 - C. Manage On-site Sales at Two NRC-Sponsored Events Per Annum**

Stylus will provide a staff member to manage a booth and on-site sales at these events at the rate of \$2,200.00 per event.

6. OUTREACH TO BOOK REVIEWERS OF PERIODICALS AND JOURNALS IN THE FIELD OF HIGHER EDUCATION

Stylus maintains a list of corresponding journals, and offers selection and shipping of review copies, in consultation with NRC, at the cost and shipment plus a handling charge of \$1.00 per copy shipped.

Charles C. Johnson, III.

**Charles C. Johnson, III
Procurement Manager**