

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S

ISSUE DATE: , 2014

TITLE: Print Media and Outreach Campaign Promoting the Asian Smokers' Quitline

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://ebidmarketplace.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a print media and outreach campaign promoting the Asian Smokers' Quitline using existing materials developed by the Asian Smokers' Quitline's media contractor. The Asian Smokers' Quitline is a free nationwide Asian-language quit smoking service operated by the Moores Cancer Center at the University of California, San Diego.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about March 01, 2013 through June 30, 2014.

Funds for this promotion are available through a cooperative agreement between DHMH and Centers for Disease Control and Prevention (CDC) Prevention and Public Health Fund, and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.* Proposals must equal \$25,000.

Background

According to the CDC, non-Hispanic Asian adults have the lowest current smoking prevalence of any racial/ethnic group in the United States; however, there are significant differences in smoking prevalence among subgroups in this population and smoking prevalence is significantly higher among non-Hispanic Asian men (14.9%) than among non-Hispanic Asian women (5.5%).

Through this solicitation, CTPC is utilizing recommendations from previous Quitline evaluations and additional state data to increase outreach efforts promoting tobacco cessation services to Asian/Pacific Islander residents. Media initiatives are necessary to promote cessation in general, as well as to advertise availability of the Quitline services and to promote the existing federal resources such as Spanish language services and the Asian Smokers' Quitline (ASQ). The ASQ offers self-help materials, one-on-one telephone counseling to quit smoking, and a free two-week starter kit of nicotine patches. Quitline services have been proven in clinical trials to double a smoker's chances of successfully quitting. Services are available in four languages at the following numbers: Chinese (Cantonese and Mandarin): 1-800-838-8917; Korean: 1-800-556-5564; and Vietnamese: 1-800-778-8440. The hours of operation are Monday through Friday from 8am to 9pm, Pacific Time. Voicemail and recorded messages are available 24 hours a day. The ASQ also provides information to friends and family members of tobacco users. The ASQ is funded by a grant from the Centers for Disease Control and Prevention (CDC). The Quitline works closely with organizations and health care providers in pursuit of the shared goal of creating a healthier nation. More information can be found at <http://www.asiansmokersquitline.org/>.

CTPC is seeking a vendor to place existing print ads and posters ads in specific print publications as well as to recommend, print, and place ads/posters and brochures across the state. CTPC will provide the poster files that can be resized. The current sizes of the print ads are Chinese – 5.6 X 9.7; Korean– 5.3 X 9.75; and Vietnamese – 5.9X 9. All ads are high resolution .pdf files and adobe illustrator's files with font files. CTPC will also provide three brochure files that can be printed and can be viewed here: <http://www.asiansmokersquitline.org/content/brochures>.

Scope of Work

The selected Offeror shall:

- A. Provide a work plan outlining the print media and outreach campaign that includes specific details, rationale, and timeline of the deliverables.
- B. CTPC will provide the three Quitline poster files (Chinese, Korean, and Vietnamese) and required logo and other mandatory tags or disclaimers as needed to be placed on ads.
- C. Provide print media ads in at least two of each of the Chinese, Korean, and Vietnamese publications listed below: (Please provide specific details in work plan on the number and size of placements for each publication).
 1. Chinese — World Journal DC edition, Washington Chinese News, Asian Gazette, American Chinese Business News, and New World Times.
 2. Korean — Korea Times, Korea Daily, Korean Weekly, and the Chosun Ilbo.
 3. Vietnamese — Doi Nay, Hoa Thinh Don Viet Bao, and Tre Magazine DC edition.
- D. Display materials as recommended across the state (place posters in Asian shops, grocers, restaurants for example). Vendor shall be responsible for all printing, coordinating, posting, and outreach of the materials. Vendor shall provide locations details for each posting provided. Vendor shall also print 1,000 additional copies of each poster to be sent to DHMH's fulfillment Center at Maryland Correctional Enterprises, Mailing & Distribution Plant #113, 7943 Brockbridge Road Jessup, MD 20794.

Print and distribute existing ASQ brochures (full color) as appropriate for locations that are willing to display posters and/or for organizations that would like printed brochures. Vendor shall also print 5,000 additional copies of each of the brochures found at <http://www.asiansmokersquitline.org/content/brochures> to be sent to DHMH's fulfillment Center at Maryland Correctional Enterprises, Mailing & Distribution Plant #113, 7943 Brockbridge Road Jessup, MD 20794.

- E. Provide a summary report at the conclusion of the campaign highlighting successes.
- F. All costs associated for printing, outreach, and placing ads shall be included in financial proposal.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal. Failure to supply your SBR number on the Bid Form will deem you as non-responsive.

Proposal Submissions

The Offeror shall complete the attached Bid Form (page 6) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The Offeror's small business reserve number and federal identification number.
- B. The offeror's experience with placement of print media with the targeted population.
- C. The offeror shall submit a work plan that includes a timeline for placement of the ads. The work plan shall also include the number, size and length of all of the ads the offeror will use.
- D. The offeror shall submit a media schedule that reflects at what times the ads shall be placed during the contract term.
- E. The offeror shall provide the viewer profile rationale for the particular locations of placement.

- F. The offeror shall identify the proposed locations/jurisdictions as well as the total number and sizes of ads/posters/brochures that shall be placed during the contract period.
- G. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.
- H. Offerors shall submit a completed bid page, and provide a separate line item budget and narrative (Attachment A).

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How experienced is the offeror in providing media placement with the targeted population?
- B. Does the offeror's proposal provide a work plan that includes a realistic timeline for placement of the ads?
- C. Does the offeror's proposal provide a work plan that includes the number and location of all ads?
- D. Does the offeror's proposal provide number of ads that will maximize State resources?
- E. Does the offeror have any conflicts of interest?

Contract Term

The term of this contract shall be on or about March 01, 2014 through June 30, 2014.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached "Bid Form" as a cover sheet; see page 8. The final bid must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on , 2014** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michael Trombetta. *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039). *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (By e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:
Michael J. Trombetta
Agency Procurement Specialist II
201 W. Preston Street
Baltimore, Maryland 21201
Voice: [410-767-5039](tel:410-767-5039)
michael.trombetta@maryland.gov

ISSUING OFFICE:
Center for Tobacco Prevention and Control
(Attn: Sara Wolfe)
201 West Preston Street
Baltimore, MD 21201
Phone: 410-767-1364

MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION

Bid Form

**PROCUREMENT
I.D. NUMBER: PHPA-S**

ISSUE DATE: , 2014

**TITLE: Maryland's Tobacco Quitline – Print Media and Outreach Campaign Promoting
the Asian Smokers' Quitline**

A. Offeror Information:

Vendor Name: _____

Federal Tax ID (FEIN#): _____

Contact Person: _____

Address: _____

Telephone: _____

Fax: _____

SBR Number: _____

B. Total number of print ads that shall be placed: _____

C. Total number of locations print ads shall be placed: _____

Total cost* of all campaign \$ _____

**Total Cost must equal \$25,000*

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in **BBN PHPA-S**.

Attachment A

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from _____ to _____

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost ¹	
TOTAL COST	

TITLE OF PROJECT: _____

AGENCY NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____

* Include Budget Narrative on a separate page.

¹ Indirect cost may not exceed 10% of personnel in item 1.