

PROGRAM 2439-S		Term: August 1, 2007 thru July 31, 2008 (Option Thru 07/2012)									
PRINT ORDER # 23225		BASIS OF AWARD	Macro International Rockville MD	NCS Pearson Eagan MN	NPC Inc. Claysburg PA	GPO Estimate					
ITEM NUMBER	ITEM DESCRIPTION	AWARD	UNIT RATE	COST	UNIT RATE	COST	UNIT RATE	COST	UNIT RATE	COST	
<b>I. COMPLETE PRODUCT:</b>											
(a)	Printing unique 8-1/2 x 11" survey (including the assigned number and bar code) in a single ink, two sides.....each survey.....	145,966	0.0855	12,480.09	0.625	91,228.75	0.20	29,193.20	0.20	29,193.20	
(b)	Printing unique 17 x 11" survey (including the assigned number and bar code) in a single ink, two sides.....ch letter/survey combo.....	29,167	0.1079	3,147.12	0.904	26,366.97	0.46	13,416.82	0.46	13,416.82	
(c)	Printing #9 Business Reply Envelope in a single ink - Each envelope.....	175,133	0.0243	4,255.73	0.023	4,028.06	0.025	4,378.33	0.025	4,378.33	
(d)	Printing #10 Envelope in a single ink - Each envelope.....	293,735	0.0270	7,930.85	0.025	7,343.38	0.026	7,637.11	0.026	7,637.11	
(e)	Printing each unique letter (including the assigned number) in a single ink - Each letter.....	145,966	0.0625	9,122.88	0.456	66,560.50	0.09	13,136.94	0.09	13,136.94	
(f)	Printing Reminder Postcard (including the assigned number) in a single ink - Each postcard.....	118,602	0.0581	6,890.78	0.117	13,876.43	0.022	2,609.24	0.022	2,609.24	
(g)	Printing Pre-Note on Gov't furnished stock (including the assigned number) in a single ink - Each pre-note.....	118,602	0.0742	8,800.27	0.435	51,591.87	0.09	10,674.18	0.09	10,674.18	
(h)	Each additional color of ink required by the Government:										
(1)	8-1/2 x 11".....each survey, two sides.....	730	0.0401	29.27	0.49	357.70	0.35	255.50	0.50	365.00	
(2)	17 x 11".....each letter/survey combo, two sides.....	29,167	0.0401	1,169.60	0.00	0.00	0.50	14,583.50	1.00	29,167.00	
<b>II. ADDITIONAL OPERATIONS:</b>											
<b>(a) Paper Surveys:</b>											
(1)	Creating new survey/occ. revisions to existing survey (including the cost of screen quality PDF proof)										
(A)	8-1/2 x 11" - Each survey.....	8	3,069.02	24,552.16	2,007.00	16,056.00	650.00	5,200.00	1,475.00	11,800.00	
(B)	17 x 11" - Each letter/survey combo.....	4	5,202.74	20,810.96	2,662.00	10,648.00	1,050.00	4,200.00	2,575.00	10,300.00	
(2)	Programming new/occasion revisions which impact flow of data collection (including the cost of screen quality PDF proof, all revisions prior to an "OK to Print", press quality PDF, and fillable 508 compliant PDF):										
(A)	8-1/2 x 11" - Each survey.....	8	2,079.39	16,635.12	2,501.00	20,008.00	1,200.00	9,600.00	3,450.00	27,600.00	
(B)	17 x 11" - Each letter/survey combo.....	4	3,470.87	13,883.48	3,770.00	15,080.00	2,100.00	8,400.00	5,550.00	22,200.00	
(3)	Making programmable revisions (which do not impact flow of data collection to existing survey (including the cost of all proofs and PDF's): PDF): Per individual revision										
(A)	8-1/2 x 11" - Each survey.....	12	616.68	7,400.16	118.00	1,416.00	75.00	900.00	250.00	3,000.00	
(B)	17 x 11" - Each letter/survey combo.....	3	909.56	2,728.68	235.00	705.00	80.00	240.00	350.00	1,050.00	
(4)	Making non-programmable revisions to existing survey, letter, postcard, or envelope (including the cost of all proofs and PDF's):										
(A)	Each 8-1/2 x 11" survey.....per line.....	8	76.04	608.32	10.14	81.12	40.00	320.00	4.80	38.40	
(B)	Each 17 x 11" letter/survey combo.....per line.....	8	76.05	608.40	10.14	81.12	50.00	400.00	5.15	41.20	
(C)	Each letter, postcard, envelope.....per line.....	108	76.25	8,235.00	10.14	1,095.12	40.00	4,320.00	4.00	432.00	
<b>(b) Web Surveys:</b>											
(1)	Creating survey/making major revisions to existing survey (including the cost of proof) - Each survey.....	2	3,356.45	6,712.90	2,634.00	5,268.00	1,750.00	3,500.00	750.00	1,500.00	
(2)	Making minor revisions to existing survey - Each survey.....	1	437.75	437.75	220.00	220.00	250.00	250.00	100.00	100.00	
(c)	Creating and maintaining a database for each unique taxpayer, per order (must include the cost of maintaining 1-800 phone line with live operators; removing "white mail" from respondent's envelopes and packaging for shipment to the MRF; and all other materials and operations associated with the marketing research aspect of the contract with the exception of items (d), (e), and (f) below)										
(1)	Paper survey - Each unique taxpayer.....	118,602	1.1003	130,497.78	1.65	195,693.30	1.12	132,834.24	1.40	166,042.80	
(2)	Web survey - Each unique taxpayer.....	520	2.9160	1,516.32	3.31	1,721.20	2.34	1,216.80	2.60	1,352.00	
(d)	Scanning returned surveys - Each survey.....										
(1)	8-1/2 x 11" - Each survey.....	24,313	0.2473	6,012.60	0.087	2,115.23	0.15	3,646.95	0.45	10,940.85	
(2)	17 x 11" - Each letter/survey combo.....	9,149	0.4178	3,822.45	0.126	1,152.77	0.25	2,287.25	0.90	8,234.10	
(e)	Coding handwritten comments into the database:										
(1)	Paper survey (English) - Each survey.....	12,586	0.6611	8,320.60	0.239	3,008.05	0.85	10,698.10	0.63	7,929.18	
(2)	Paper survey (Other than English) - Each survey.....	166	1.3222	219.49	0.175	29.05	1.82	302.12	0.75	124.50	
(3)	Web survey (English) - Each survey.....	55	1.2020	66.11	0.175	9.63	1.06	58.30	0.34	18.70	
(4)	Web survey (Other than English) - Each survey.....	2	1.6527	3.31	0.175	0.35	1.27	2.54	0.41	0.82	
(f)	Keying handwritten comments into the database:										
(1)	Paper survey (English) - Each survey.....	12,586	1.5425	19,413.91	1.115	14,033.39	0.88	11,075.68	1.87	23,535.82	
(2)	Paper survey (Other than English) - Each survey.....	166	3.0851	512.13	1.115	185.09	1.06	175.96	2.25	373.50	
(3)	Web survey (English) - Each survey.....	55	2.8046	154.25	1.189	65.40	0.26	14.30	1.01	55.55	
(4)	Web survey (Other than English) - Each survey.....	2	3.8563	7.71	1.189	2.38	0.31	0.62	1.21	2.42	
(g)	Keying non-scannable/non-processible surveys:										
(1)	8-1/2 x 11" - Each survey.....	370	5.5090	2,038.33	1.321	488.77	1.25	462.50	1.00	370.00	
(2)	17 x 11" - Each letter/survey combo.....	139	11.0181	1,531.52	1.739	241.72	2.50	347.50	2.00	278.00	
(h)	Saddle folding surveys from 17 x 11" to 8 1/2 x 11" (including two wire stitches if over 4 pages) - Each.....	29,167	0.1312	3,826.71	0.00	0.00	0.22	6,416.74	0.22	6,416.74	
<b>TOTAL</b>				<b>\$334,382.74</b>		<b>\$550,758.35</b>		<b>\$302,754.42</b>		<b>\$414,314.40</b>	
<b>DISCOUNT</b>				<b>0.00%</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>0.25%</b>	<b>\$756.89</b>	<b>0.00%</b>	<b>\$0.00</b>
<b>NET TOTAL</b>				<b>\$334,382.74</b>		<b>\$550,758.35</b>		<b>\$301,997.53</b>		<b>\$414,314.40</b>	
<b>AWARDED</b>											