



**Ontario Medical Association  
Request for Proposal**

**Publication Printing Services  
(Scrub-In)**

Issued: April 16, 2019  
Closing Date: May 10, 2019

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## **INTRODUCTION**

### **About the Ontario Medical Association**

The Ontario Medical Association (“OMA”) represents the political, clinical and economic interests of the province's medical profession. Practicing physicians, residents, and students enrolled in any of the six Ontario faculties of medicine are eligible for OMA membership.

Founded in 1880 as a voluntary association of the province's physicians, the OMA has, from its beginning played a vital role in the development and promotion of health-care services across Ontario. Today, the OMA represents Ontario's 39,000 physicians, medical students, and retirees. The organization is governed by a Council and by the Association's Board of Directors.

To help serve the clinical and economic interests of Ontario physicians, the OMA has developed a suite of products and services that range from practice management seminars, physician health and wellness, product discounts for members, and a portfolio of insurance products developed specifically for the needs of its members. Information about OMA can be found on its website at <https://www.oma.org>.

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## ELECTRONIC TENDERING WEBSITE

This tender is posted electronically. You can access the website as follows: [www.merx.com](http://www.merx.com). Please note that all addendums to the documents are also posted on this website during the tender period. It is the vendor's responsibility to monitor the site and download all pertinent information.

### 1.0 REQUEST FOR PROPOSALS

The purpose of this RFP process is to select a full-service printer that is able to offer seamless management of all elements of magazine production, from electronic file delivery via dropbox, to knowledgeable pre-press support, high-resolution indigo and matchprint proofs, timely production of printing, binding and labelling processes, and the production/maintenance of three annual digital editions.

We aim to achieve:

- Strong working relationships among all team players, mutual respect
- Honest, open, direct two-way communication
- Commitment to quality
- Competitive pricing for all facets of service delivery
- Innovative solutions, upgrades to current procedures
- Enhanced print quality
- Prompt turnaround in all facets of service delivery
- Evidence of ability to perform all tasks required

### 2.0 BID RECEIVING

Submissions must include an electronic copy and one (1) hard copy of the entire proposal. Completed proposals should be received by **Friday, May 10, 2019** and addressed to:

**Elizabeth Petruccelli**  
Manager of Publications  
c/o Angelica Santacroce  
Ontario Medical Association  
150 Bloor St. W, Suite 900  
Toronto, ON M5S 3C1  
[angelica.santacroce@oma.org](mailto:angelica.santacroce@oma.org)

All COST PROPOSALS **must be submitted separately** from the TECHNICAL PROPOSAL.

**Bids must NOT be sent via e-mail ONLY – 1 hard copy must be provided as well.** Bids and their envelopes should be clearly marked with the name and address of the proponent, the Request for Proposal number, and the project or program title.

**Late submissions will not be accepted, will be considered a “Non-Response” and will not be evaluated.**

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### 3.0 INQUIRIES

#### 3.1 SOLICITATION STAGE

All inquiries regarding the bid solicitation must be submitted in writing to the **Manager Publications** named above (**c/o angelica.santacroce@oma.org**) as early as possible within the bidding period. Inquiries must be received **no less than five business days** before the bid closing date to allow sufficient time to provide a response. Inquiries received after that time may not be answered prior to the bid closing date.

To ensure consistency and quality of information provided to bidders, the **Manager Publications** will inform all bidders via email of answers to questions received by other bidders regarding the RFP (note: all questions will be anonymized to protect bidder privacy)

All inquiries and other communications with OMA officials throughout the solicitation/evaluation period are to be directed **ONLY** to the **Manager Publications** named above (**c/o angelica.santacroce@oma.org**) of the bid solicitation/evaluation. Non-compliance with this condition during the bid solicitation/evaluation period can (for that reason alone) result in disqualification of your bid.

#### 3.2 CONTRACT AWARD

To ensure timeliness and consistency of information provided to bidders, the **Manager Publications** will post on the website [www.merx.com](http://www.merx.com) the notification with respect to the contract award. It is the bidder's responsibility to monitor the site for all such notifications. There will be no paper notification sent.

### 4.0 FORMAT AND CONTENT OF PROPOSALS AND RELATIVE WEIGHTS

Upon receipt of this Request for Proposal (RFP), **please fill out and return the attached confirmation receipt under Appendix "A"** to inform us of your intention to submit a proposal.

Respondents are required to submit an **electronic copy and one (1) hard copy** of the entire proposal. **It is critical for respondents to note the following requirements for each of these submission sections:**

- (a) **Request for Proposal (RFP) document**  
Duly completed and signed.
- (b) **Technical Proposal (70 points) See Appendix "B" and "C".**  
Your Proposal addressing each of the criteria specified in this RFP.
- (c) **Cost Proposal (30 points)**  
Your Cost Proposal addressing each of the cost elements specified in this RFP.  
Your Cost Proposal MUST be submitted separately from the technical proposal.

**TOTAL: (maximum 100 points).**

The price of bids will be evaluated in Canadian dollars, the Sales Tax excluded.

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## 5.0 EVALUATION OF PROPOSALS

### Proposal Evaluation

#### General Information

Proposals will be examined to determine their compliance with the mandatory requirements as detailed in the Request for Proposals. Bidders are instructed to address each requirement in sufficient depth. Bids not meeting all of the mandatory requirements will be given no further consideration.

The responses will be evaluated based on the evaluation criteria table below:

Criteria	Weighting
Technical proposal: print quality, technical capacity, pre-press support, working relationships, responsiveness and flexibility, opportunities for innovation and improvements.	70
Quoted price	30
<b>Total</b>	<b>100 pts</b>

#### Presentations

OMA **may** request either visual presentation and/or in-person meeting with potential vendors in the event that written responses are not sufficient to make a final decision. If so, the objectives, requirements and evaluation criteria for the presentation will be provided when the invitation to present is extended.

The presentation should provide an overview of the Proponent's proposal with emphasis on the following:

- a) Understanding of Priorities
- b) Capabilities for the Job
- c) Approach and Plan
- d) Commitment to the Project

## 6.0 COST PROPOSAL

This section of the proposal shall include a breakdown of the costs for work detailed in Appendix "B" Statement of Work.

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## **7.0 BASIS OF SELECTION**

1. To be considered responsive, a bid must:
  - (a) Meet all the mandatory requirements of this solicitation;  
and
  - (b) Obtain the required minimum of **70** percent of the points for the criteria which are subject to point rating. The rating is performed on a scale of **100** points.
2. Bids not meeting (a) or (b) above will be given no further consideration.
3. **The responsive bid that scores the highest number of rated points will be recommended for award of a contract.**

## **8.0 DELIVERABLES**

The following deliverables are required during the performance of the contract:

See Appendix “A”, “B” and “C”.

## **9.0 CONTRACT PERIOD**

The term of the resultant contract will be **three (3) years** and will commence following selection of the preferred Respondent.

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**10.0 GENERAL TERMS AND CONDITIONS**

Please indicate acceptance or rejection of each of the following terms and conditions. Any references to an “agreement” pertain to a purchase agreement arising from the award of this tender. This agreement shall contain these terms and conditions where applicable.

	Accept	Reject
<b>RESPONDENT INSTRUCTIONS</b>		
All information provided by OMA shall be held in the strictest confidence by the Respondent.		
OMA will, in turn, ensure that any fees and firm information shall remain confidential.		
All Request for Proposal respondents will be given equal access to information.		
OMA reserves the right to request additional information from respondents.		
OMA <b>shall not</b> be responsible for any costs incurred in the preparation or submission of the proposal.		
OMA reserves the <b>right not to accept</b> any tender for any reason, including, but not limited to, lowest price.		
No oral, telephone or facsimile proposals will be considered.		
The Request for Proposal documents and any attachments hereto will form part of a contract. No verbal arrangements or agreements relating to the goods, materials, articles, equipment, work or services specified or called for under this document will be considered binding. Every notice, advice, or other communication pertaining thereto must be in writing and signed by a duly authorized person.		
<b>TERMS AND CONDITIONS</b>		
<b>Expenses</b>		
Any costs associated with preparing the response to this RFP are the sole responsibility of the Respondent.		
<b>Confidentiality &amp; Non-Disclosure</b>		
All specifications and other important information furnished in connection with this RFP are confidential and are to be used for the sole purpose of completing submissions and are to be used for no other purpose unless prior written consent has been provided by OMA.		
OMA may utilize all ideas and information submitted in responses to this RFP for its own use unless existing legal patent or proprietary rights, as stated and reserved by the Respondent, cover those ideas and information.		
Reasonable efforts will be used to limit access to those who have a need to know, subject always to all applicable laws governing, including, and without limitation, The Freedom of Information and Protection of Privacy Act (Ontario) and the Personal Information and Protection and Electronic Document Act and any future privacy legislation as may be enacted by the Province of Ontario. Respondents are advised that freedom of information and/or access to information requirements in force under the laws of Ontario may afford rights of production and inspection at the application of third parties.		
<b>Voluntary Participation</b>		
By responding to this RFP, each Respondent hereby acknowledges that it has reviewed the process, terms, conditions and reserved rights contained in this RFP, has voluntarily chosen to participate in this RFP subject to those procedures, terms, conditions, and reserved rights.		

**11.0 SIGNATURE OF AUTHORIZED OFFICERS**

**VENDOR'S CERTIFICATION AND ASSURANCES**

This form must be attached to and form part of the Vendor's proposal for:

1. I/We make the following certification and assurances as a required element of the RFP that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions that apply to this RFP or the Agreement entered into pursuant to this RFP:
2. I/We certify that this bid is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a bid for the same work and is in all respects fair and without collusion for fraud.
3. I/We agree to comply with all of the terms, conditions, and provisions as outlined herein, understanding that such conditions and provisions apply to this RFP of the Agreement entered into pursuant to this RFP.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print/Type Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Date

**Mailing Address of Vendor:**

Street \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Telephone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website \_\_\_\_\_

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**APPENDIX “A”**

**RECEIPT CONFIRMATION FORM  
RFP –Publication Printing Services (Scrub-In)**

Please fill out this form to advise OMA of your intention to submit a proposal for this RFP.

**CLOSING DATE OF RFP: Friday, May 10, 2019**

**Please provide the following information about your firm:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mailing Address  
(if different): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

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## **APPENDIX “B”**

### **STATEMENT OF WORK**

#### **Technical Response – Desirable Criteria (Rated)**

##### **Executive Summary**

Provide a **1-2 page summary** of your Technical Response, highlighting the key features of your proposal. It should allow the Evaluation Team to quickly gain an overall perspective of your proposal, prior to reviewing it in detail.

##### **Understanding of Requirements**

Provide a **1-2 page summary** of your understanding of the service requirements defined in this RFP. This content should be expressed in your own words and not simply recite the requirements as defined in this document.

##### **Demonstrated Expertise**

**Outline experience with comparable engagements.** Provide details on the number and complexity of engagements completed and underway.

##### **Project References**

Provide **three references** for any work done by your firm in the past three years that is similar in nature to the requirements defined in this RFP. Select clients that are similar to OMA, and provide a contact name, along with his/her phone number, fax number and email address. The reference information provided should identify the size of the engagements conducted for them as well as demonstrate the extent of your previous experience, the clients' overall satisfaction with your services and the results achieved, including your adherence to interim and final deadlines.

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## APPENDIX “C”

### TECHNICAL SPECIFICATIONS

#### SERVICE REQUIREMENTS

The services required by Scrub-In under this agreement would include the following:

Pre-Press

Printing

Mailing and distribution

Creation of digital flip book; plus hosting and maintenance of digital edition

#### About Scrub-In

**Scrub-In** is the Ontario Medical Association’s award-winning medical student publication, and is the only provincial publication of its kind in Canada.

Published three times a year (**winter** edition, **spring** edition and **fall** edition), **Scrub-In** reaches approximately 4,000 medical student members.

**Scrub-In** is a collaborative undertaking and is prepared in-house by a small, dedicated editorial and production team that in turn relies on the expertise and support of an external full-service supplier that can facilitate the pre-press, printing, mailing of the publication, and the ability to host a digital edition of the publication in a cost-efficient, expeditious manner, with a strong focus on quality control.

Current Technical Specifications	
Trim Size	Width 8.125” x Depth 10.875”
Frequency	3 issues per year
Print Colour	4-colour process
Paper Stock	Cover: 70lb #3 Gloss    Text: 70lb #3 Gloss
Page Quantity	20 to 24 pages, plus four-page cover
Binding	Saddle Stitched
Labelling	Inkjet Address Labelling
Quantity	4,000+ copies

**Other Pre-press Specifications:**

1. **Typesetting and File Delivery process:** **Scrub-In** is currently typeset on a Macintosh platform using Adobe InDesign CC 2019 typesetting software. Editorial files and advertisements are delivered in PDF format via electronic transfer (Dropbox).
2. **Proof Delivery Method:** **Scrub-In** staff are couriered a final set of high-resolution indigo color proofs (in magazine format) and Kodak matchprints – typically on Day 2 of production – showing complete editorial pages with all advertisements in place for review and subsequent approval prior to printing.
3. **Mail and Distribution:** **Scrub-In** staff will supply the printer with a data file containing a confidential mailing list for each edition of the magazine. This data file will be emailed to the printer using a secure file transfer software – Accellion.

**Scrub-In** is mailed to more than **4,000 readers** each issue. The vast majority of **Scrub-In** circulation is mailed in Ontario by Canada Post as Publications Mail.

4. **Digital Edition:** At present, the **Scrub-In** digital edition, including archived previous editions, are hosted and managed off-site in a flip-book format.

**SUBMISSION FORMAT AND REQUESTED INFORMATION**

The proposals should follow the sequence and format below:

1. Company Profile
2. Workflow
3. Production Schedule
4. Pre-Press
5. Proofs
6. Mail and Distribution
7. Digital Edition
8. Pricing
9. References
10. Samples
11. Potential for Innovation

**1. Company Profile**

Please provide a comprehensive company description and history, including years in business and specific experience in providing the services described in this proposal. This will include facility description, production capacity, pre-press and print technologies, quality control procedures, in-house versus outsourced procedures, personnel qualifications (with emphasis on those that might be assigned to the **Scrub-In** account).

**2. Workflow**

Please provide a detailed workflow process for file delivery, proof production and approval, printing, mailing and digital editions.

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### 3. Production Schedule

Please describe the anticipated production schedule for the three annual editions of **Scrub-In**, including total number of production days from Day 1 of electronic file delivery to mail drop at Canada Post. Specify the number of days/hours required to accomplish each stage of production. Describe the normal working hours of operation along with overtime and/or possible weekend specifications. Also, please describe your capacity to offer **Scrub-In** flexibility in the production schedule to accommodate volatility in our work environment that may impede our ability to adhere to a set timeline.

### 4. Pre-press

Please articulate the pre-press capabilities at your facility, including the location where the work will be performed. Emphasize file conversion, types of proof and turnaround.

### 5. Proofs

Please describe your anticipated proof submission process following receipt of PDF files, including the time required to prepare proof and indigo, desired turnaround, approvals and re-outputs, quality control, and specific technical requirements.

### 6. Mail and Distribution

Please articulate in detail your mailing capacity, with emphasis on data handling, confidentiality, and adherence to domestic regulations, location and turnaround of mailing, pricing, and methods for addressing.

### 7. Digital Edition

Please articulate in detail your digital edition hosting capacity with an emphasis on turnaround from file delivery to making the online edition live in a flip-book format, archiving previous issues, and options to opt-in/opt-out of the digital edition hosting if necessary at **Scrub-In's** discretion.

### 8. Pricing

Please provide a comprehensive listing of all pricing to accomplish the tasks set out above in Canadian currency. Applicable taxes will be extra. All pricing will be firm for the duration of the contract.

### 9. References

Please provide the names and contact information of two current clients who undertake publications similar to **Scrub-In**.

### 10. Samples

Please forward at least two samples of similar publications currently being produced by your firm.

### 11. Potential for Innovation

Please provide samples of recent “innovative print solutions” offered to either past or current clients so that **Scrub-In** is knowledgeable about what print options we can reasonably offer our advertisers.

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