

PROGRAM: 1219-S (12/16) TITLE: Veterans Wellness Publications-VISN 2 AGENCY: Department of Veterans Affairs										
ITEM NO.	DESCRIPTION	BASIS OF AWARD	American Institute for Preventive Medicine Farmington Hills, MI		Schatz Publishing Group Blackwell, OK		Staywell, LLC Yardley, PA		Wainscot Media Montvale, NJ	
			UNIT RATE	COST	UNIT RATE	COST	UNIT RATE	COST	UNIT RATE	COST
I. PROOFS:										
(a)	Digital one-piece composite laminated halftone proofs.....per trim/page-size unit	64	7.50	\$ 480.00	2.00	\$ 128.00	6.00	\$ 384.00	11.50	\$ 736.00
(b)	System Timework per hour	96	65.00	\$ 6,240.00	150.00	\$ 14,400.00	NC	NC	NC	NC
II. COMPOSITION (all inclusive- Project Planning, Editorial Tasks):										
(a)	8-Page Magazine per order	1	5,872.00	\$ 5,872.00	10,800.00	\$ 10,800.00	8,145.00	\$ 8,145.00	9,200.00	\$ 9,200.00
(b)	12-Page Magazine per order	2	8,974.00	\$ 17,948.00	16,200.00	\$ 32,400.00	11,925.00	\$ 23,850.00	13,900.00	\$ 27,800.00
(c)	32-Page Calendar per order	1	18,221.00	\$ 18,221.00	19,000.00	\$ 19,000.00	18,225.00	\$ 18,225.00	19,800.00	\$ 19,800.00
III. PRINTING AND BINDING:										
(a)	8-Page Magazine per product	1	NC	NC	800.00	\$ 800.00	4,440.00	\$ 4,440.00	498.00	\$ 498.00
	(1) Makenready and/or Setup	140	80.44	\$ 11,261.60	113.00	\$ 15,820.00	104.00	\$ 14,560.00	49.00	\$ 6,860.00
(b)	12-Page Magazine per product	2	NC	NC	1,100.00	\$ 2,200.00	5,730.00	\$ 11,460.00	980.00	\$ 1,960.00
	(1) Makenready and/or Setup	280	107.67	\$ 30,147.60	148.00	\$ 41,440.00	145.00	\$ 40,600.00	69.00	\$ 19,320.00
(c)	32-Page Calendar per product	1	NC	NC	2,900.00	\$ 2,900.00	9,205.00	\$ 9,205.00	1,300.00	\$ 1,300.00
	(1) Makenready and/or Setup	140	290.45	\$ 40,663.00	350.00	\$ 49,000.00	394.00	\$ 55,160.00	219.00	\$ 30,660.00
(d)	Labels: Per Sheet (55 Die-Cut labels; tipped in)	1	575.00	\$ 575.00	900.00	\$ 900.00	NC	NC	450.00	\$ 450.00
	(1) Makenready and/or Setup	140	197.91	\$ 27,707.40	225.00	\$ 31,500.00	233.00	\$ 32,620.00	9.00	\$ 1,260.00
(a)	Readership Survey (MS PowerPoint Presentation included)	140	22.80	\$ 3,192.00	300.00	\$ 42,000.00	79.00	\$ 11,060.00	5.00	\$ 700.00
IV. VIDEO COMPLETE PRODUCT:										
(a)	Stock.....per order	2	2,100.00	\$ 4,200.00	2,500.00	\$ 5,000.00	3,466.00	\$ 6,932.00	650.00	\$ 1,300.00
(b)	Custom.....per order	2	7,250.00	\$ 14,500.00	28,000.00	\$ 56,000.00	10,289.00	\$ 20,578.00	1,250.00	\$ 2,500.00
V. ADDITIONAL OPERATIONS:										
(a)	Perforation per 1,000 copies	140	5.66	\$ 792.40	2.00	\$ 280.00	4.10	\$ 574.00	0.45	\$ 63.00
(b)	Drill per 1,000 copies	140	2.45	\$ 343.00	2.00	\$ 280.00	41.76	\$ 5,846.40	0.33	\$ 46.20
VII. PACKING AND DISTRIBUTION:										
(1)	Bulk Shipments per container	345	7.15	\$ 2,466.75	2.00	\$ 600.00	1.25	\$ 431.25	0.69	\$ 238.05
(2)	Mailed Shipments per 1,000 copies	555	61.35	\$ 34,049.25	25.00	\$ 13,875.00	35.13	\$ 19,497.15	7.70	\$ 4,273.50
TOTAL:										
DISCOUNT:			0.00%	\$218,659.00	0.00%	\$339,413.00	0.00%	\$283,567.80	0.00%	-----
NET TOTAL:			AWARDED	\$218,659.00	\$339,413.00	\$283,567.80	\$283,567.80	0.00%	0.00%	0.00%



January 8, 2016

Dear Bidder:

This is Amendment No. 1. The specifications in our invitation for bids on Program 1219-S, scheduled for opening at 2 p.m., January 19, 2016, are amended as follows. The bid opening date is not extended.

1. Change (page 1 of 19) under TERM OF CONTRACT

From: ...and ending December 31, 2016, plus up toSECTION 1 of ths contract.

To: ...and ending December 31, 2016.

2. Delete (page 3 of 19) paragraph OPTION TO EXTEND THE TERM OF THE CONTRACT.

3. Change (pages 6 – 7) under CRIMINAL SANCTIONS

From: ...not more than \$10,000.00.

To: ...not more than \$5,000,00.

4. Change (page 10 of 19) under PDF Files

From:Two (2) per order

(1) For all publications, created and Section 508 Compliant.

(2) For all publications, created and print ready. Files must be identical in output.

To: For all publications, created and Section 508 Compliant.

5. Change (page 11 of 19) under Labels:

From: Tip In: One...issue.

To: Fold, Insert, Saddle-stitch: One...issue.

6. Change (page 18 of 19) under III. PRINTING AND BINDING: (d) Labels:

From: Per ...; tipped in)

To: Per ...; bound)

All other specifications remain the same.

If amendment is not acknowledged on bid, direct acknowledgement to:

U.S. Government Publishing Office
Philadelphia Regional Office
928 Jaymor Road, Suite A-190
Southampton, PA 18966-3820

Telephone acknowledgement of this amendment is not acceptable.

BIDDER MUST ACKNOWLEDGE RECEIPT OF THIS AMENDMENT PRIOR TO BID OPENING.

Failure to acknowledge receipt of amendment, by amendment number, prior to bid-opening time, may be reason for bid being declared nonresponsive.

Sincerely,

DEBRA L. ROZDZIELSKI
Contracting Officer

Written by: dp

U.S. GOVERNMENT PUBLISHING OFFICE
Philadelphia, PA

For the Procurement of

Veterans Wellness Publications – Veterans Integrated Systems Network (VISN) 2

As requisitioned from the U.S. Government Publishing Office (GPO) by the
Department of Veterans Affairs - Network Public Affairs VISN 2

Single Award

TERM OF CONTRACT: The term of this contract is for the period beginning Date of Award and ending December 31, 2016, plus up to four (4) optional 12-month extension period(s) that may be added in accordance with the “OPTION TO EXTEND THE TERM OF THE CONTRACT” clause in SECTION 1 of this contract.

BID OPENING: Bids shall be publicly opened at 2:00 P.M., prevailing Philadelphia, PA time, on January 19, 2016.

BID SUBMISSION: Submit bid in pre-addressed envelope furnished with solicitation or send to: U.S. Government Publishing Office, Customer Services, Philadelphia Regional Office, Agency Procurement Services, Southampton Office Park, 928 Jaymor Road, Suite A-190, Southampton, PA 18966-3820. Facsimile bids in response to this solicitation are permitted. Facsimile bids may be submitted directly to the GPO, Fax No. (215) 364-6476/6479. The program number and bid opening date must be specified with the bid. Refer to Facsimile Bids in Solicitation Provisions of GPO Contract Terms, GPO Publication 310.2, as revised June 2001.

BIDDERS, PLEASE NOTE: These specifications have been extensively revised; therefore, all bidders are cautioned to familiarize themselves with all provisions of these specifications before bidding.

Abstracts of contract prices are available at:
<http://www.gpo.gov/gpo/abstracts/abstract.action?region=Philadelphia>.

For information of a technical nature, contact Diane Peluso on (215) 364-6465, x4 (no collect calls).

SECTION 1. - GENERAL TERMS AND CONDITIONS

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 6-01)) and GPO Contract Terms, Quality Assurance through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 8-02)).

GPO Contract Terms (GPO Publication 310.2) – <http://www.gpo.gov/pdfs/vendors/sfas/terms.pdf>.

GPO QATAP (GPO Publication 310.1) – <http://www.gpo.gov/pdfs/vendors/sfas/qatap.pdf>.

PREDOMINANT PRODUCTION FUNCTION: Project Planning, Editorial Tasks, Demography Research, Digital Media Services. Any contractor who cannot perform the predominant production functions will be declared non-responsible.

SUBCONTRACTING: The provisions of GPO Publication 310.2 are modified to permit subcontracting of presswork. The predominant function for this procurement cannot be subcontracted. If subcontracting printing, the printing subcontractor must be a GPO approved Quality Level 3 contractor, to print on this contract.

NOTE: The contractor shall be responsible for enforcing all contract requirements outsourced to a subcontractor.

Subcontractor(s) must be approved by the Government prior to production starting in that facility. The subcontractor's information must be provided in conjunction with the "preaward test" specified herein.

If the contractor needs to add a subcontractor at any time after award, the subcontractor must be approved by the Government prior to production starting in that facility. If the subcontractor is not approved by the Government, then the contractor must submit new subcontractor's information to the Government for approval five (5) calendar days prior to the start of production at that facility.

DISPUTES: GPO Publication 310.2, GPO Contract Terms, Contract Clause 5. Disputes, is hereby replaced with the June 2008 clause found at www.gpo.gov/pdfs/vendors/contractdisputes.pdf.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing (page related) Attributes -- Level III.
- (b) Finishing (item related) Attributes -- Level III.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level I.
- (b) Destructive Tests - Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

<u>Attribute</u>	<u>Specified Standard</u>
P-7. Type Quality and Uniformity	Approved Proofs/Average type dimension/ Electronic media
P-8. Halftone Match (Single and Double Impression)	Approved Proofs
P-9. Solid and Screen Tint Color Match	Pantone Matching System

P-10. Process Color Match

Approved Proofs

Prior to award, contractor may be required to provide a comprehensive list of current equipment including, but not limited to, types of presses (web or sheetfed), proofing systems with resolutions and bindery equipment used for production for evaluation of predominant and non-predominant functions.

OPTION TO EXTEND THE TERM OF THE CONTRACT: The Government has the option to extend the term of this contract for a period of 12 months by written notice to the contractor not later than 30 days before the contract expires. If the Government exercises this option, the extended contract shall be considered to include this clause, except, the total duration of the contract may not exceed five (5) years as a result of, and including, any extension(s) added under this clause. Further extension may be negotiated under the "EXTENSION OF CONTRACT TERM" clause. See also "ECONOMIC PRICE ADJUSTMENT" for authorized pricing adjustment(s).

EXTENSION OF CONTRACT TERM: At the request of the Government, the term of any contract resulting from this solicitation may be extended for such period of time as may be mutually agreeable to the GPO and the contractor.

ECONOMIC PRICE ADJUSTMENT: The pricing under this contract shall be adjusted in accordance with this clause, provided that in no event will any pricing adjustment be made that would exceed the maximum permissible under any law in effect at the time of the adjustment. There will be no adjustment for orders placed during the first period specified below. Pricing will thereafter be eligible for adjustment during the second and any succeeding performance period(s). For each performance period after the first, a percentage figure will be calculated as described below and that figure will be the economic price adjustment for that entire next period. Pricing adjustments under this clause are not applicable to reimbursable postage or transportation costs, or to paper, if paper prices are subject to adjustment by separate clause elsewhere in this contract.

For the purpose of this clause, performance under this contract will be divided into successive periods. The first period will extend from Date of Award through December 31, 2016, and the second and any succeeding period(s) will extend for 12 months from the end of the last preceding period, except that the length of the final period may vary. The first day of the second and any succeeding period(s) will be the effective date of the economic price adjustment for that period.

Pricing adjustments in accordance with this clause will be based on changes in the seasonally adjusted "Consumer Price Index For All Urban Consumers - Commodities Less Food" (Index) published monthly in the CPI Detailed Report by the U.S. Department of Labor, Bureau of Labor Statistics.

The economic price adjustment will be the percentage difference between Index averages as specified in this paragraph. An index called the variable index will be calculated by averaging the monthly Indexes from the 12-month interval ending three (3) months prior to the beginning of the period being considered for adjustment. This average is then compared to the average of the monthly Indexes for the 12-month interval ending October 31, 2015, called the base index. The percentage change (plus or minus) of the variable index from the base index will be the economic price adjustment for the period being considered for adjustment.

The Government will notify the contractor by contract modification specifying the percentage increase or decrease to be applied to invoices for orders placed during the period indicated. The contractor shall apply the percentage increase or decrease against the total price of the invoice less reimbursable postage or transportation costs and separately adjusted paper prices. Payment discounts shall be applied after the invoice price is adjusted.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site preaward survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract.

PREAWARD SURVEY PLAN: The contractor being considered for award shall be required to submit their proposal for the safeguarding and handling of the Government furnished mailing addresses via email within 1 workday after the review and confirm process for the ordering agency's review for acceptance. Proper control and handling must be maintained at all times to prevent any information or materials required to produce the product ordered under these specifications from falling into unauthorized hands. Unless otherwise indicated herein, all extra copies, materials, waste, etc., must be destroyed upon job completion.

PREAWARD TEST: The contractor being considered for award shall be required to complete the following preaward test, unless waived by the Contracting Officer. The Government may waive the requirement for a preaward test where supplies identical or similar to those called for have been previously furnished by the contractor and have been accepted by the Government.

1. The prospective contractor who is in line for award must pickup, (1) magazine, (1) calendar, (1) label sheet, and (1) readership survey, as material is to be furnished for the test and produce a representative order that will include two of each item as described in "Section 2, Specifications". Additionally, (1) stock or custom video to be furnished for the test.

2. The preaward test must be performed at the same facilities and on the same equipment that will be used to produce the publications and items required for this contract.

3. This test must be delivered before the close of business on the 4th day beginning the day after the furnished test material is made available to the:

U.S. Government Publishing Office, Customer Services, Philadelphia Regional Office, Agency Procurement Services, Southampton Office Park, 928 Jaymor Road, Suite A-190, Southampton, PA 18966-3820, ATTN: Diane Peluso (one set) and the Department of Veterans Affairs, VA at Clinton Crossings, 919 Westfall Road, Bldg. B, Room 115, Rochester, NY 14618, ATTN: Kathleen Hider (one set).

4. Disapproval of Preaward Test: At the option of the Government and if so notified by the Contracting Officer, the contractor may be permitted additional time to correct defects or to submit additional test material. The time allowed to provide additional test material may differ depending upon the nature of the defects noted. This will be specified when notification is given.

5. Approval of Preaward Test: Approval will be based upon fulfilling all of the requirements of the specifications within the time specified. A single deviation from the contract specifications or failure to complete delivery within the time specified may result in declaring the contractor nonresponsible.

No charges will be allowed for costs incurred in the performance of the preaward test.

COURTESY CREDIT LINES: Courtesy credit lines are permissible only for non-copyrighted materials contributed or loaned by non-governmental parties. They shall be subordinate in size of type to that of both text and legends for illustrations. When all materials have come from a single non-governmental source, credit lines shall be given only in an undisplayed paragraph.

COPYRIGHT NOTICES: Copyright notices shall be subordinated in size of type to that of both text and legends for illustrations. When privately copyrighted material is reprinted in a Government publication, notice of copyright is essential in order that the public is not misled.

All and any license agreements required between the contractor and the ordering agency, will be provided by contractor for review and signature by the ordering agency and are for contractual obligations.

Copyright and Infringement: All laws relative to copyrights, etc., must be followed to any applicable laws. Any content incorporated in these issues, in part or whole, must have validated permission from that source to use material. A confirmation, such as email, must be available for said agreement.

SECURITY WARNING: It is the contractor's responsibility to properly safeguard personally identifiable information (PII) from loss, theft, or inadvertent disclosure and to immediately notify the Government of any loss of personally identifiable information. PII is "information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc., alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc." (Ref.: OMB Memorandum 07-16.) Other specific examples of PII include, but are not limited to:

- a. Personal identification number, such as passport number, driver's license number, taxpayer identification number, or financial account or credit card number;
- b. Address information, such as street address or personal email address;
- c. Personal characteristics, including photographic image (especially of face or other distinguishing characteristic), fingerprints, handwriting, or other biometric image or template data (e.g., retina scans, voice signature, facial geometry).

ASSIGNMENT OF JACKETS, PURCHASE AND PRINT ORDERS: A GPO jacket number will be assigned and a purchase order issued to the contractor to cover work performed. The purchase order will be supplemented by an individual print order for each job placed with the contractor. The print order, when issued, will indicate the quantity to be produced and any other information pertinent to the particular order.

ORDERING: Items to be furnished under the contract shall be ordered by the issuance of print orders by the Government. Orders may be issued under the contract from Date of Award through December 31, 2016, plus for such additional period(s) as the contract is extended. All print orders issued hereunder are subject to the terms and conditions of the contract. The contract shall control in the event of conflict with any print order. A print order shall be "issued," for purposes of the contract, when it is either deposited in the U.S. Postal Service mail or otherwise furnished to the contractor in conformance with the schedule.

REQUIREMENTS: This is a requirements contract for the items and for the period specified herein. Shipment/delivery of items or performance of work shall be made only as authorized by orders issued in accordance with the clause entitled "ORDERING." The quantities of items specified herein are estimates only, and are not purchased hereby. Except as may be otherwise provided in this contract, if the Government's requirements for the items set forth herein do not result in orders in the amounts or quantities described as "estimated," it shall not constitute the basis for an equitable price adjustment under this contract.

Except as otherwise provided in this contract, the Government shall order from the contractor all the items set forth which are required to be purchased by the Government activity identified on page 1.

The Government shall not be required to purchase from the contractor, requirements in excess of the limit on total orders under this contract, if any.

Orders issued during the effective period of this contract and not completed within that time shall be completed by the contractor within the time specified in the order, and the rights and obligations of the contractor and the Government respecting those orders shall be governed by the terms of this contract to the same extent as if completed during the effective period of this contract.

If shipment/delivery of any quantity of an item covered by the contract is required by reason of urgency prior to the earliest date that shipment/delivery may be specified under this contract, and if the contractor will not accept an order providing for the accelerated shipment/delivery, the Government may procure this requirement from another source.

The Government may issue orders which provide for shipment/delivery to or performance at multiple destinations.

Subject to any limitations elsewhere in this contract, the contractor shall furnish to the Government all items set forth herein which are called for by print orders issued in accordance with the "ORDERING" clause of this contract.

PRIVACY ACT NOTIFICATION: This procurement action requires the contractor to do one or more of the following: design, develop, or operate a system of records on individuals to accomplish an agency function in accordance with the Privacy Act of 1974, Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Act may involve the imposition of criminal penalties.

PRIVACY ACT

(a) The contractor agrees:

- (1) to comply with the Privacy Act of 1974 and the rules and regulations issued pursuant to the Act in the design, development, or operation of any system of records on individuals in order to accomplish an agency function when the contract specifically identifies (i) the system or systems of records and (ii) the work to be performed by the contractor in terms of any one or combination of the following: (A) design, (B) development, or (C) operation;
- (2) to include the solicitation notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation when the statement of work in the proposed subcontract requires the design, development, or operation of a system of records on individuals to accomplish an agency function; and
- (3) to include this clause, including this paragraph (3), in all subcontracts awarded pursuant to this contract which require the design, development, or operation of such a system of records.

(b) In the event of violations of the Act, a civil action may be brought against the agency involved where the violation concerns the design, development, or operation of a system of records on individuals to accomplish an agency function, and criminal penalties may be imposed upon the officers or employees of the agency where the violation concerns the operation of a system of records on individuals to accomplish an agency function. For purposes of the Act when the contract is for the operation of a system of records on individuals to accomplish an agency function, the contractor and any employee of the contractor is considered to be an employee of the agency.

(c) The terms used in this clause have the following meanings:

- (1) "Operation of a system of records" means performance of any of the activities associated with maintaining the system of records including the collection, use, and dissemination of records.
- (2) "Record" means any item, collection or grouping of information about an individual that is maintained by an agency, including, but not limited to, his education, financial transactions, medical history, and criminal or employment history and that contains his name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a finger or voice print or a photograph.
- (3) "System of records" on individuals means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

CRIMINAL SANCTIONS: It is incumbent upon the contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1) which is made applicable to contractors by 5 U.S.C. 552a (m)(1), provides that any officer or employee of an agency, who by virtue of his/her employment of official position, has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established there under, and who knowing that disclosure of the specific material is prohibited, willfully

discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$10,000.00.

WARRANTY: Contract Clause 15, "Warranty," of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 5-99)) is amended for the solicitation to the effect that the warranty period is EXTENDED from 120 days to one (1) calendar year from the date the check is tendered as final payment. All other provisions remain the same.

PAYMENT: Submit all vouchers via FAX utilizing the GPO barcode coversheet program application. Instructions for the GPO barcode coversheet program application can be found at the following web address: <http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>. Vouchers may also be mailed to: U.S. Government Publishing Office, Comptroller, Stop FMCE, Office of Financial Management, Washington, D.C. 20401.

NOTE: Contractor's billing invoice must be itemized in accordance with the line items in the "SCHEDULE OF PRICES."

SECTION 2.- SPECIFICATIONS

SCOPE: These specifications cover the production of the following publications - Magazines, Calendar, Labels, Web Content (Digital Media Services) with Section 508 Compliancy for videos, including operations such as demography research, content development, creativity, writing, composition, layout, editing, fact checking, board certified content, proofreading, interviewing, PDF creation, readership survey services, printing, addressing, packing, mailing, and shipping.

TITLE: VETERANS WELLNESS PUBLICATIONS – VETERANS INTEGRATED SYSTEMS NETWORK 2

FREQUENCY OF ORDERS:

Contractor to create and print approximately 4 issues per year, as follows

- 1 Calendar with Label Sheet
- 3 Magazines

QUANTITY:

Calendar and Magazines: Approximately 130,000 to 165,000 copies per order.

Labels: Approximately 130,000 to 165,000 copies per one (1) calendar.

Readership Feedback Survey: Approximately 130,000 to 165,000 per one (1) magazine.

NUMBER OF PAGES:

Calendar: Approximately 32 pages

Magazines: 8 or 12 pages.

Labels: One (1) sheet with 55 labels

TRIM SIZE:

Calendar and Magazines: 8-3/8 x 10-3/4

Label Sheet: Approximately 9" width x 12-5/8" height. Labels are approximately 1-1/16 x 1-1/16" to 1-7/16 x 1-7/16" in various shapes.

GOVERNMENT TO FURNISH:

Electronic Media:

Platform: IBM with Windows 2011

Storage Media: FTP for MS Excel and MS Word Address Files; Email for MS Word Articles

Software: Distribution Lists (MS Excel in zip code order and MS Word); MS Office 2010

NOTE: All software upgrades (for specified applications) which may occur during the term of the contract, must be supported by the contractor.

Fonts: "Branding Guidelines" for the VA includes fonts, colors, logos and graphics. The ordering agency will provide the branding guidelines to the awarded contractor.

The furnished visuals of samples shown below are representative of some requirements which will be ordered under this contract. However, it cannot be guaranteed that future orders will correspond exactly to these exhibits.

Furnished visuals as samples at:

<http://www.visn2.va.gov/VISN2/vet/wellness.asp>

Furnished pdf visual for label samples (1 pg) as Attachment 1.

Furnished pdf visual for Readership Feedback Survey (2 pgs) as Attachment 2.

One reproduction proof, Form 905 (R. 6/03), with labeling and marking specifications.

A supply of blue labels and selection certificates for shipping Departmental Random copies.

Identification markings such as register marks, commercial identification marks of any kind, etc., except GPO imprint, form number, and revision date, carried in the electronic files, must not print on finished product.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under “Government to furnish,” necessary to produce the products in accordance with these specifications.

Contractor must provide a contractor-hosted Secure Web Portal (FTP site) for file upload of distribution lists. Appropriate log-on instructions and protocol must be provided at time of award. The contractor must provide the necessary security for the FTP, which at a minimum, must have a unique user ID and password.

Project Planning: For all publications, continuous communication (consultations and brainstorming) between contractor and the Network and Veteran Advisory Board for all services, content, and action items via phone calls and emails for each issue.

Editorial Tasks: Research, write, create, design articles in the Health Care platform. Includes, but not limited to, headlines, content, photos, recipes, games, infographics, quotes, captions, word and hidden picture puzzles and other display type. Targeted Reading Level: 8th Grade
Interviews: Conduct approximately 1 to 3 phone interviews with Veterans and doctors. The points of contact will be provided by the ordering agency, per print order.

Demography Research: Conduct demographic research to explore the current market trends in health care consumption by benchmarking with other media outlets such as health care organizations and publishers. Publications will remain current for the health interests and trends.

Digital Media Services: Provide pre-recorded (stock) or created videos. Provide PDF files for publications for ordering agency’s website upload. Section 508 compliancy mandatory.
Note: Contractor must ensure their stocked health care articles, and video will be up-to-date in the health care field.

Readership Feedback Survey:
Serves as a mail back on covers 1 and 2 in one magazine issue, perforated, scored and addressed to contractor for tabulated results. Postage affixed by recipient for return.
Contractor will analyze and provide results of the Readership Feedback via email to ordering agency as a MS Office PowerPoint presentation.
The purpose is to get a pulse of the Veterans’ likes, dislikes and interests for services provided by the VA Health Care Upstate New York.

Furnish one (1) sample of each order to the U.S. Government Publishing Office, Customer Services, Philadelphia Regional Office, Agency Procurement Services, Southampton Office Park, 928 Jaymor Road, Suite A-190, Southampton, PA 18966-3820. Mark for: 1219-S Program and Print Order No.

ELECTRONIC PREPRESS: Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required production image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to the Government Publishing Office, Philadelphia Regional Office.

The contractor shall create or alter any necessary trapping, set proper screen angles and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level.

The contractor shall have available all the screen and printer fonts required to successfully output each page. The contractor shall make all revisions to the electronic files.

All halftones are to be 150-line screen or finer.

Upon completion of each order, the contractor must furnish final production (digital deliverables). The digital deliverables must be an exact representation of the final printed product and shall be returned via email as an Adobe Acrobat Portable Document Format (PDF) files.

PDF Files: Two (2) per order

(1) For all publications, created and Section 508 Compliant.

(2) For all publications, created and print ready. Files must be identical in output.

Provide via email to ordering agency for upload to website.

PROOFS:

Contractor to submit one "Press Quality" PDF soft proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Contractor must email and call point of contact as per print order to confirm receipt.

Ordering agency anticipates approximately eight (8) PDF soft proofing stages per print order.

When ordered –

1 set of digital one-piece composite laminated color proofs on the actual production stock (Kodak Approval, Screen TrueRite, Polaroid PolaProof, Latran Prediction, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 x 2400 dpi. Proofs must show dot structure and be in press configuration. Direct to plate must be used to produce the final product.

In lieu of digital one-piece laminated proofs, at contractor's option (1) set of inkjet proofs that are G7 profiled and use pigment-based inks may be submitted. A proofing RIP that provides option for high quality color matching such as Device Links Technology and/or ICC Profiles Technology, and meets or exceeds industry tolerance to ISO 12647-2 standard for Graphic Technology (as of 3/19/09 and future amendments) must be utilized. Output must be a minimum of 720 x 720 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain one of the following color control strips to be evaluated for accuracy: IDEAlliance ISO 12647-7 (2007 or later) Wedge or P2P25 Target.

Proofs must contain color control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars (such as Brunner, GATF, GRETAG, or RIT) must show areas consisting of minimum 1/8" x 1/8" solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet. The make and model number of the proofing system utilized shall be furnished with the proofs. These proofs must contain all elements and indicate margins. Proofs will be used for color match on press.

All content must be approved by ordering agency for publications and videos.

CONTRACTOR ERRORS: If any contractor's errors are serious enough in the opinion of the GPO to require

revised proofs, the revised proofs are to be provided at no expense to the Government. No extra time can be allowed for this reproofing; such operations must be accomplished within the original production schedule allotted in the specifications.

Contractor must not print prior to receipt of an "OK" to print.

STOCK/PAPER: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 12" dated March 2011.

Government Paper Specification Standards No. 12 – http://www.gpo.gov/pdfs/customers/sfas/vol12/vol_12.pdf.

All paper used in each copy must be of a uniform shade.

Calendar and Magazines: White Matte Coated Offset Book, basis weight: 60 lbs. per 500 sheets, 25 x 38", equal to JCP Code A240.

Labels: White Gloss Label Paper, 60 lbs.

PRINTING AND BINDING: Print head to head for magazines, head to foot for calendar, self-covered, in four-color process (exact register). Publications consists of text, rule, pictures, illustrations, screens, reverse out type.

Some facing pages print to and must align across the bind.

Calendar and Magazines: Four color process with bleeds. Saddle-wire stitch in two places and trim three sides. Each product must contain complete 4-page signature after trimming.

Calendar: Drill (1) hole 1/16" diameter, centered right to left, 5/16" from bottom.

Labels: Four color process with bleeds and reverse out text for approximately 7 lots per sheet.

Die-cut: Each color is a different shape.

Tip In: One sheet per calendar issue.

Adhesive coating: Coat back of labels with a permanent, pressure-sensitive adhesive.

Mounting: Mount labels on suitable, slit backing sheet for easy removal.

Readership Feedback Survey:

Prints as Covers 1 and 2 for one (1) magazine issue.

Cover 2 will serve as the survey to mail back.

Perforation: Front side, one full vertical perforation for easy separation.

Scores: Back side, two horizontal scores to fold with address showing out.

MARGINS: Adequate gripper margins throughout. Publications bleed all sides.

Video: One (1) per order. Approximately three (3) orders per year will require a video.

A health and wellness, online video, approximately 3 to 5 minutes in length, to enhance the publication content. Provide link via email to ordering agency for upload to website.

PACKING:

For self-mailers, mailing address out. Contractor to affix the required number of wafer seals per USPS regulations. Wafer seals should be removable and clear to ensure no damage to magazines.

Bulk Shipments: Pack in shipping containers not to exceed 45 pounds when fully packed.

All shipments which fill less than a shipping container must be packaged with materials of sufficient strength and durability and in such a manner which will guarantee that the product will not be damaged and the package will not open nor split when processed through the U.S. mail system or a small package carrier delivery system.

Mailed Shipments: Single copies must be mailed as self-mailers.

LABELING AND MARKING:

Bulk Shipments: Reproduce shipping container label from furnished repro, fill in appropriate blanks, and attach to shipping containers.

Mailed Shipments: Image mailing address directly onto each copy mailed as a self-mailer.

DEPARTMENTAL RANDOM COPIES (BLUE LABEL): All orders must be divided into equal sublots in accordance with the chart below. A random copy must be selected from each subplot. Do not choose copies from the same general area in each subplot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. The random copies constitute a part of the total quantity ordered, and no additional charge will be allowed.

<u>Quantity Ordered</u>	<u>Number of Sublots</u>
500 - 3,200	50
3,201 - 10,000	80
10,001 - 35,000	125
35,001 and over	200

These randomly selected copies must be packed separately and identified by a special Government-furnished blue label, affixed to each affected container. The container and its contents shall be recorded separately on all shipping documents and sent to the agency point of contact as specified on the print order.

A copy of the print order/specification and a signed Government-furnished certificate of selection must be included.

A copy of the Government-furnished certificate must accompany the invoice sent to U.S. Government Publishing Office, Financial Management Service, for payment. Failure to furnish the certificate may result in delay in processing the invoice.

QUALITY ASSURANCE RANDOM COPIES: In addition to the Departmental Random Copies (Blue Label), the contractor may be required to submit quality assurance random copies to test for compliance against the specifications. The print order will indicate the number required, if any. When ordered, the contractor must divide the entire order into equal sublots and select a copy from a different general area of each subplot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. Copies will be paid for at the running rate offered in the contractor's bid and their cost will not be a consideration for award.

Business Reply Mail labels will be furnished for mailing the quality assurance random copies. The copies are to be mailed at the same time as the first scheduled shipment. A copy of the print order must be included.

A U.S. Postal Service approved Certificate of Mailing, identified by Program, Jacket and Print Order numbers, must be furnished with billing as evidence of mailing.

DISTRIBUTION: Ship/Mail F.O.B. Contractor's City.

Mailing Indicia and Return Address:

Contractor must print the VA Health Care Upstate, NY mailing indicia in black ink on Cover 4.
Contractor must print the Network 2 Communications, VA at Clinton Crossings, 919 Westfall Road, Building B, Room 115, Rochester, NY, 14618 return address in black ink on Cover 4.

Magazines:

- Ship f.o.b. contractor's city for approximately 2 to 50 copies to one-hundred ten (110) addresses.
- Mail f.o.b. contractor's city the balance of each order (self-mailers), to addresses nationwide.

Calendar:

- Ship f.o.b. contractor's city for approximately 2 to 500 copies to fifteen (15) addresses.
- Mail f.o.b. contractor's city the balance of each order (self-mailers) to addresses nationwide.

Readership Feedback Survey:

- Contractor will print addressee only. Recipient will apply US postage stamp and their return address. Complete addresses and quantities will be furnished with the print orders.

All contractor mailing shall be made at the Presorted Standard Class rate - *reimbursable*.

All small packages, not delivered by the contractor's vehicle, must be transported via the U.S. mail. This includes proofs, if required, and the return of furnished material, if required.

Contractor is required to apply the appropriate postage to each mailing. Contractor will be reimbursed for postage by submitting a properly completed postal service form (or equivalent) with the billing invoice for payment.

All copies mailed must conform to the appropriate regulations in the U.S. Postal Service manuals for "Domestic Mail" or "International Mail", as applicable.

In accordance with United States Postal Service (USPS) regulations, the contractor will be required to run distribution files on each order through the National Change of Address (NCOA) service database to verify that addresses are NCOA certified, as required. All related costs to perform this operation must be included in submitted bid pricing. No additional reimbursement will be authorized.

Additionally, the contractor is required to perform the Coding Accuracy Support System (CASS) certification using USPS certified ZIP+4 software to generate ZIP+4 Codes and Delivery Point Barcodes (and the Intelligent Mail Barcode when implemented by the ordering agency). Contractor is required to furnish USPS with any required CASS certificates. All related costs to perform this operation must be included in submitted bid pricing. No additional reimbursement will be authorized.

NOTE: Contractor to provide file of bad addresses to the ordering agency for agency to update their database.

Receipt for Delivery: Contractor must furnish their own receipts for delivery. These receipts must include the GPO jacket, program, and print order numbers; total quantity delivered; number of cartons and quantity per carton; date delivery made; and, signature of the Government agent accepting delivery. The original copy of this receipt must accompany the contractor's billing invoice for payment.

Upon completion of each order, contractor must notify the ordering agency (on the same day the order shipping/ mailing) via email to the address indicated on the print order. The subject line of the email shall be "Distribution Notice for Program 1219-S, Print Order XXXXX, Jacket Number XXX-XXX." The notice must provide all applicable tracking numbers, delivery/ mailing methods, and title of product. Contractor must be able to provide copies of all delivery/ mailing receipts upon agency request.

Upon completion of each order, contractor must return all furnished materials and digital deliverables (if applicable) to address and point of contact on print order.

All expenses incidental to picking up and returning materials (if applicable), submitting proofs, and furnishing sample copies must be borne by the contractor.

SCHEDULE: Adherence to this schedule must be maintained. Contractor must not start production of any job prior to receipt of the individual print order (GPO Form 2511).

Hard copy proofs must be delivered to and picked up from address as specified on the print order.

PDF soft proofs to be furnished via email to the address specified on the print order. Contractor must call point of contact at phone number on print order.

The following schedule begins the workday after notification of the availability of print order and furnished material; the workday after notification will be the first workday of the schedule.

- Orders must be completed and shipped within 60 workdays.
- No specific date is set for submission of proofs. Proofs must be submitted as soon as possible to allow for revised proofs if contractor's errors are judged serious enough to require them.
- Submit revised page proofs within 1 workday(s) after receipt of page proofs. Note: The first workday after receipt of page proofs is day one.
- Final Proof will be approved by ordering agency no later than three (3) weeks prior to delivery date on print order.
- All proof and transit time is included in the 60-workday schedule.
- Distribution Lists will be provided by ordering agency to contractor no later than two (2) weeks from print order.

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

SECTION 3. - DETERMINATION OF AWARD

The Government will determine the lowest bid by applying the prices offered in the "SCHEDULE OF PRICES" to the following units of production which are the estimated requirements to produce one (1) year's production under this contract. These units do not constitute, nor are they to be construed as, a guarantee of the volume of work which may be ordered for a like period of time.

The following item designations correspond to those listed in the "SCHEDULE OF PRICES."

I.(a)	64
(b)	96
II.(a)	1
(b)	2
(c)	1
(1)	(2)
III.(a)	1 140
(b)	2 280
(c)	1 140
(d)	1 140
IV.(a)	140
V. (a)	2
(b)	2
VI. (a)	140
(b)	140
VII.1.	345
2.	555

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SECTION 4. - SCHEDULE OF PRICES

Bids offered are f.o.b. contractor's city.

Prices must include the cost of all required materials and operations for each item listed in accordance with these specifications.

Bidder must make an entry in each of the spaces provided. Bids submitted with any obliteration, revision, or alteration of the order and manner of submitting bids may be declared non-responsive.

An entry of NC (No Charge) shall be entered if bidder intends to furnish individual items at no charge to the Government.

Bids submitted with NB (No Bid) or blank spaces for an item may be declared non-responsive.

The Contracting Officer reserves the right to reject any offer that contains prices for individual items of production (whether or not such items are included in the DETERMINATION OF AWARD) that are inconsistent or unrealistic in regard to other prices in the same offer or to GPO prices for the same operation if such action would be in the best interest of the Government.

All invoices submitted to the GPO shall be based on the most economical method of production.

Contractor's billing invoices must be itemized in accordance with the line items in the "SCHEDULE OF PRICES."

The basic prices listed include the cost of all necessary materials and operations for each item listed in accordance with these specifications.

Fractional parts of 1,000 will be prorated at the per 1,000 rate.

I. PROOFS:

Per trim/page-size unit

(a) Digital one-piece composite laminated halftone proofs.....\$_____

Per hour

(b) System Timework.....\$_____

II. COMPOSITION (all inclusive- Project Planning, Editorial Tasks):

Per order

(a) 8-Page Magazine.....\$_____

(b) 12-Page Magazine.....\$_____

(c) 32-Page Calendar.....\$_____

III. PRINTING AND BINDING:

	<u>Makeready and/or Setup</u> (1)	<u>Run per 1,000 copies</u> (2)
(a) 8-Page Magazine per product	\$ _____	\$ _____
(b) 12-Page Magazine per product	\$ _____	\$ _____
(c) 32-Page Calendar per product	\$ _____	\$ _____
(d) Labels: Per Sheet (55 Die-Cut labels; tipped in)	\$ _____	\$ _____

IV. READERSHIP SURVEY (MS PowerPoint presentation included)

(a) Tabulation per 1,000 surveys \$ _____

V. VIDEO COMPLETE PRODUCT:

(a) Stock....per order \$ _____

(b) Custom ...per order \$ _____

VI. ADDITIONAL OPERATIONS:

	<u>Per 1,000 copies</u>
(a) Perforation	\$ _____
(b) Drill	\$ _____

VII. PACKING AND DISTRIBUTION: Prices offered must be all-inclusive, as applicable, and must include the cost of packing and shipping containers; all necessary wrapping and packing materials; labeling and marking; NCOA/CASS verification; and complete distribution, in accordance with these specifications.

1. *Bulk Shipments* –
Packing and sealing shipping containers.....per container
\$ _____

2. *Mailed Shipments* –
Addressing single copies (self-mailers), including folding down to 8-3/8 x 10-3/4” and applying wafer seals..... per 1,000 copies
\$ _____

ALL MAILING WILL BE MADE FROM

Contractor must fill in and include in the bid the following statement:

"All mailing will be made from the _____ Post Office located at City
_____ State _____."

Initials

TRANSPORTATION CHARGES ARE/ARE NOT A FACTOR

Transportation charges are not a factor in determining award. However, bidder must state in the bid, the location (city and state) of the plant(s) from which this product will be shipped. If shipment is not made from this location, contractor may be responsible for any additional shipping costs incurred.

INSTRUCTIONS FOR BID SUBMISSION: Fill out "SECTION 4.-SCHEDULE OF PRICES," initialing or signing each page in the space(s) provided. Submit two copies (original and one exact duplicate) of the "SCHEDULE OF PRICES" with two copies of the GPO Form 910 "BID" form. Do not enter bid prices on GPO Form 910; prices entered in the "SCHEDULE OF PRICES" will prevail.

Bidder

(City - State)

By _____

(Signature and title of person authorized to sign this bid)

(Person to be contacted) (Telephone Number)

Stick to it

Use these stickers to keep track of screenings, appointments and healthy reminders all year long. We even left a few blank for you to fill in your own important reminders. Ask your VA provider about the preventive services that are right for you.

DO A BALANCE BOOSTING EXERCISE

ORAL CANCER EXAM

PROSTATE SCREENING

DOCTOR VISIT

RX REFILL

WELL-WOMAN EXAM

ANNUAL SKIN CHECK

EYE EXAM

FOOT EXAM

DIABETES SCREENING

ANNUAL MAMMOGRAM

WEIGHT CHECK

WEIGHT CHECK

LAB WORK

LAB WORK

DENTAL EXAM

BLOOD PRESSURE CHECK

BLOOD PRESSURE CHECK

CHOLESTEROL CHECK

COLONOSCOPY CHECK

KIDNEY TEST

BIENNIAL HEARING TEST

VACCINE

DOCTOR VISIT

DOCTOR VISIT

DOCTOR VISIT

FLU SHOT

ANNUAL PHYSICAL

RX REFILL

RX REFILL

TRY CALENDAR RECIPE

TRY CALENDAR RECIPE

FOCUS ON YOUR BREATHING

10411M

As recommended by your VA primary care provider based on your physical exam



Quick Apple Crisp

- 1/3 cup graham cracker crumbs
- 1/3 cup quick oats
- 2 tablespoons brown sugar
- 2 pounds apples (about 6, medium-sized)
- 1/2 cup water
- 1 teaspoon cinnamon
- 1 tablespoon butter

Preheat oven to 375 degrees. In a small bowl, mix graham cracker crumbs, oats and brown sugar. Wash and peel apples. Quarter them; cut out core and seeds. Slice apple quarters. Spread apples in a 12-by-8-inch baking pan. Add 1/2 cup of water to the pan.

Sprinkle cinnamon and topping mixture over apples and dot with butter. Bake for about 45 minutes or until apples are soft and topping is browned. Serves six.

Per Serving: 134 calories, 3 grams fat, 1 gram saturated fat, 44 milligrams sodium, 28 grams carbohydrates, 1 gram protein, 3 grams fiber

▶ DETACH HERE AND MAIL TODAY ▶

Your opinion matters!

Take our 5-minute survey to let us know what you think of your *Veterans' Wellness* magazine.

Your answers will help us serve you better.

1. My opinion of *Veterans' Wellness* magazine is:

- Very Positive Positive Poor No Opinion

2. Please indicate how much you agree or disagree with each of the statements listed below. Because of the information provided in *Veterans' Wellness* magazine:

- [a] I am motivated to take better care of my health.
- [b] I can help others take better care of their health.
- [c] I and/or a family member have changed the way we take care of ourselves.

	/ Strongly Agree	/ Agree	/ Disagree	/ Strongly Disagree
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

3. Please indicate how much you agree or disagree with each of the statements listed below. As a result of receiving *Veterans' Wellness* magazine:

- [a] I believe VA Health Care is trying to help Veterans make better health care decisions.
- [b] I have learned about VA Health Care services I was not aware of.
- [c] I would recommend VA Health Care to other Veterans.
- [d] I have a better understanding of how to access specific types of care and/or services.

	/ Strongly Agree	/ Agree	/ Disagree	/ Strongly Disagree
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

4. As a result of reading *Veterans' Wellness* magazine, I have: (Please check all that apply.)

- Met my Patient Aligned Care Team (PACT) members
- Registered on My HealtheVet (www.myhealth.va.gov)
- Completed my In-Person Authentication for My HealtheVet
- Sent a secure message to my VA provider via My HealtheVet
- Used telehealth for some of my health care
- Friended my VA on Facebook
- Called my VA health care provider about managing my weight through MOVE!
- Checked out www.visn2.va.gov or my VA medical center's website
- Checked out the new videos at www.visn2.va.gov
- Shopped online at www.vacanteen.va.gov

5. As a result of receiving *Veterans' Wellness* magazine, I and/or a member of my family used services at a VA Health Care Upstate New York facility in the past year.

- Yes No
- Have scheduled for the future

6. Please indicate how important it is to you to read about the following topics in future issues of *Veterans' Wellness*.

- [a] Veterans' health care success stories
- [b] Health advice from VA doctors
- [c] Medical research being done at upstate New York VA medical centers
- [d] Healthy eating
- [e] How to manage stress
- [f] Ways to exercise for health
- [g] Alternative medicine
- [h] Arthritis
- [i] Cancer
- [j] Diabetes
- [k] Heart Disease
- [l] Women's health
- [m] Posttraumatic Stress Disorder (PTSD)
- [n] Other topics (describe):

	/ Very Important	/ Important	/ Not Important
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
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<input type="checkbox"/>			

7. How often do you go to your medical center's Canteen Store to redeem a coupon from *Veterans' Wellness* magazine?

- Once or twice a year
- A few times a year
- Never, but would if there was a coupon for something I wanted
- Never, and not likely to do so

8. What is your age group?

- 18-34 35-44 45-64 65 or more

9. Are you:

- Male Female

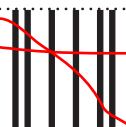
10. Please write in your suggestions for improving *Veterans' Wellness* magazine, including any topics or features that would make it more useful for you.



3 Make sure the return mail panel is visible and then tape shut.
 2 Fold this panel down.

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES



▼ DETACH HERE AND MAIL TODAY ▼



1 Fold this panel up along the dotted line.



Help Us Improve *Veterans' Wellness!*

Your opinion matters! Please complete the survey, and fill in the form below. After you're done, detach, fold, seal, and mail by April 30.
 NO POSTAGE NECESSARY. Thank you in advance for your consideration!

Name

Address

City State ZIP

Phone

Email



Do-It-Yourself Rice Bowl

- 1/4 cup chopped red bell pepper
- 1/4 cup chopped Vidalia, Spanish or other sweet onion
- 1/2 cup sliced mushrooms
- 1/2 cup broccoli florets
- 1/2 cup instant brown rice
- 1/2 cup fat-free chicken broth
- 1/2 chicken breast (about 4 ounces) cut into bite-size pieces

Mix everything in a deep microwavable bowl. Cover with plastic wrap. Microwave on high for seven minutes. Let stand three to five minutes. Fluff with a fork.

Variations: Add a south-of-the-border taste with Tabasco and salsa, an Asian flavor with soy sauce and bean sprouts, or, after cooking, a chopped tomato and sprinkle of Parmesan cheese.

Makes one hearty main dish serving.

Per Serving: 376 calories, 35 grams protein, 5 grams fat, 46 grams carbohydrates, 831 milligrams sodium, 5 grams fiber