

**INVITATION FOR BID
FOR
DIRECT MAILING
FOR
PENNSYLVANIA TREASURY DEPARTMENT**

ISSUING OFFICE:

**PA Treasury Department
Bureau of Support Services
3T-A Finance Building
Harrisburg, Pennsylvania 17120**

IFB23-001

**BID RELEASE DATE: Tuesday, May 23, 2023
SUBMISSION DATE: Friday, June 23, 2023**

CALENDAR OF EVENTS

The Pennsylvania Treasury Department will make every effort to adhere to the following schedule:

Activity	Responsibility	Date
Issue of IFB23-001 posted to Treasury's website at www.patreasury.gov	Issuing Office	Tuesday, May 23, 2023
Deadline to submit Questions via email to: IFB23-001@patreasury.gov	Providers	Thursday, June 1, 2023
Answers to potential provider questions will be reviewed by the Issuing Office and posted.	Issuing Office	Friday, June 9, 2023
Submissions must be received by the Issuing Office electronically to IFB23-001@patreasury.gov . The providers should be clearly identifiable in each email.	Providers	Friday, June 23, 2023, by 5:00PM

Please be advised submission deadlines that include times refer to EST. Treasury's standard business hours are 8:30 am – 5:00 pm. All responses to this IFB must be received by Treasury's Issuing Office on or before 5:00 pm EST on Friday, June 23, 2023; no submissions will be accepted after the due date and time.

**DIRECT MAILING
FOR
PENNSYLVANIA TREASURY DEPARTMENT**

Background-----

The Department of Treasury is requesting bid for a Direct Mailing Campaign.

Contract Requirements and Qualifications-----

Invitation for Bid: Direct Mailing

PA TREASURY DEPARTMENT
CONSUMER PROGRAMS

PA 529 DIRECT MAIL

1. Overview

Below is an overview of its estimated direct mail needs for the PA 529 College and Career Savings Program for the period of time spanning July 1, 2023 to June 30, 2024.

2. Product/Services Requested

The PA 529 College and Career Savings Program will send direct mail letters/postcards with the following specifications:

- a. Two-sided
- b. Size: Final cut/delivery size: 6" x 9"
- c. Color: Full color ink for artwork
- d. Paper Type: 80# /100# "cardstock" (substitution acceptable).
- e. Paper Finish: Acceptable finishes include, but are not limited to, "gloss", "silk", "matte", "satin", "smooth".
Finishes may be determined by vendor based on availability.
- f. Documented data security policy (as agreed up by PA Treasury IT)
- g. Customer access for secure data file transfers
- h. Secure processing of a data file mailing list (provided by Customer) in accordance with NCOA/CASS
Certification for pre-sorting with drop-shipments for high-quantities to achieve postage discounts.
- i. In-home delivery by dates to be specified by Customer.

3. Timing of Annual Direct Mail Campaigns – July 1, 2023 – June 30, 2024

- a. Summer Enrollment Drive – Estimated total pieces - 1,060,000 pieces
 - 1. Postcard to Households – 500,000 (In home est. 08/14/23)
 - 2. Postcard to Households – 500,000 (In home est. 08/24/23)
 - 3. Postcard to Account Households – 30,000 (In home est. 08/24/23)
 - 4. Postcard to Account Households – 30,000 (In home est. 08/24/23)

- b. Year-End Enrollment Drive – Estimated total pieces - 1,100,000 pieces
 - 1. Postcard to Households – 500,000 (In home est. 12/09/23)
 - 2. Postcard to Households – 500,000 (In home est. 12/21/23)
 - 3. Postcard to Account Households – 50,000 (In home est. 12/21/23)
 - 4. Postcard to Account Households – 50,000 (In home est. 12/21/23)

- c. Spring Enrollment Drive – Estimated total pieces - 400,000 pieces
 - 1. Postcard to Households – 200,000 (In home est. 05/06/24)
 - 2. Postcard to Households – 200,000 (In home est. 05/22/24)

Term of Contract-----

The term is July 1, 2023 – June 30, 2024

Any questions regarding the bid should be directed to Support Services at IFB23-001@patreasury.gov.
(Please use "IFB23-001" in the Subject line.)

Payment Terms-----

Invoices should be submitted to the Pennsylvania Treasury Department at
PATreasuryAccountsPayable@patreasury.gov