



INDIANA SECRETARY OF STATE **DIEGO MORALES**

Indiana Secretary of State

Proposal ID: SOS-26-011 – Marketing Services: Direct Mail for BSD & ADSD

Questions and Responses:

1. Postage Funding

Will postage be pre-paid by the Auto Dealer Services Division (ADSD) and the Business Services Division (BSD) or the State prior to USPS induction for each mailing? **Both divisions -Pricing should include printing documents, envelopes, mail prep, delivery to USPS, and postage.**

2. Print Specifications

Could you please provide the required print specifications for letters, postcards, and envelopes (e.g., number of colors, single- or double-sided, bleed requirements, and envelope quantities)? **Business Services -Black and white single sided prints on 8.5x11 paper. Mailed in #10 Window Envelopes. Post cards are 4x6 black and white double-sided prints. Examples are attached. ADSD notices are 8.5x11, single side. Examples attached.**

3. Historic Volumes

Would you provide historical mailing volumes for letters and postcards for both the Auto Dealer Services Division (ADSD) and the Business Services Division (BSD)? **Monthly average volumes projected calendar year 2026. (Varies month to month) BSD- BER notice- letter-16,000, Administrative Revocation notice-letter- 8,300, Revoked Notice post card- 7,300, Notary 30-day Continuing Education notice -letter-1,500, Notary past due Continuing Education notice -letter- 1,000 ADSD averages about 465 renewal notices per month for the past 12 months. Varies month to month.**

4. Eligibility

Is this procurement limited to Indiana-based firms? **No if an outside vendor can provide mailing and customer service that does not increase the SOS division's administrative workload.**

5. Evaluation Preference

Is there a pricing or evaluation percentage applied when comparing in-state and out-of-state vendors? **Current Administrative time is approximately less than or equal to 48 FTE hours per year. Indiana vendors will be given preference if pricing, quality of service and administrative burden is equal.**

6. Additional Inserts

Will any additional inserts accompany the letter mailings? **No**

7. Clarification on Conditions

Under "Conditions," the RFP states: "Vendors will be responsible for reimbursing SOS for

staff time and resources devoted to these activities if required by the vendor.”

Could you clarify this expectation? Specifically, does this mean the vendor would be required to reimburse the State for internal staff time spent coordinating specifications, reviewing proofs, and approving mailings? **This refers to “start-up” costs that are required to get a vendor set up, trained and ready to provide reliable, acceptable service. SOS divisions does not reimburse for that.**

8. Performance Bond

Will a performance bond be required upon contract execution? If so, what are the parameters? **Note Exhibit B #28 for requirements**

9. Missing Exhibit C

Could you please provide Exhibit C? It was not included in the materials available to download. **Exhibit C attached**

10. Current Vendor

Who is the current vendor providing these services? **Marketing Informatics**

11. Reason for Rebid

Is there a particular reason the State is seeking a new contractor for the Auto Dealer Services Division (ADSD) and the Business Services Division (BSD) at this time? **New bidding process for state.**

12. Current Pricing

Would you be able to share the current contract pricing or recent invoices for postcards, letters, and envelopes from each Auto Dealer Services Division (ADSD) and the Business Services Division (BSD)? **Current contract has a not to exceed amount of \$ 260,000 for our fiscal year. The bid is for XX amount per item produced and mailed based on the quantity that month. Ex. Letter rates should reflect pricing based on quantity brackets each month and post card rates would be presented in a similar fashion unless a vendor has the means to provide better pricing in a different format. Example is for format only.**

Letter 500	Letter 1000	Letter 5000	P C 500	PC 1000	PC 5000
\$ XX	\$ XX	\$ XX	\$ XX	\$XX	\$ XX

13. USPS Permit

Does the State of Indiana or Auto Dealer Services Division (ADSD) and the Business Services Division (BSD) maintain their own USPS permit account for postage tracking and spending? **Not for this activity.**

14. USPS Promotions

Does the State (Auto Dealer Services Division (ADSD) and the Business Services Division (BSD)) currently utilize any USPS promotional discount programs? **Only through the selected vendor.**

15. Postage Classifications

The “Background and Objective” section references First-Class Mail, while “Marketing Services – Direct Mail” Item #3 references achieving First-Class service at a postage rate of ?\$0.35 per piece using bulk-mail strategies.

Could you clarify whether these mailings qualify as Nonprofit? Current First-Class Commercial postage rates exceed \$0.35 per piece. **This was a confusing statement. No the overall objective is a “best able to provide complete service price “of printing, prepping, envelopes and postage “deliverable with stated class delivery executed by USPS.**

16. USPS Rate Increases

USPS, as a federal agency, has implemented semiannual rate increases. While contractors

optimize postage discounts, vendor control over USPS pricing is limited. Additionally, even with USPS promotional discounts (see Question 14), achieving \$0.35 per piece is not feasible under current rate structures. **Vendors should manage increases within their bid. It is acceptable for the vendor to either build in an amount to manage this or request annual adjustments based on USPS increases for our review and approval.**

17. Will the State (Auto Dealer Services Division (ADSD) and the Business Services Division (BSD)) consider revising or correcting the referenced postage requirement? **See answer to question 15.**