

Elizabeth Glaser Pediatric AIDS Foundation (EGPAF)

RFP #DEV-2026-001

Print Production, Direct Mail, and Fulfillment Services

Questions & Answers

Question 1

Could you provide the finished sizes for the postcard, greeting card, brochure, and direct mail piece included in the pricing section?

Response

The pricing examples included in the RFP are representative of the types of projects the Development Department produces throughout the year. For proposal purposes, please use the following representative finished sizes:

Item	Typical Finished Size
Postcard	5" × 7"
Greeting Card	5" × 7" folded
Brochure	8.5" × 11" tri-fold or bi-fold
Direct Mail Letter	8.5" × 11"
#10 Outer Envelope (Window)	4.125" × 9.5"
#10 Outer Envelope (Non-Window)	4.125" × 9.5"
Business Reply Envelope (BRE/#9)	3.875" × 8.875"

**Final specifications may vary by project.*

Question 2

What paper stock should be used for pricing purposes?

Response

For proposal purposes, please use the following representative paper stocks:

Item	Typical Paper Stock
Postcard	100# Cover (C2S or equivalent)
Postcard	100# Cover (C2S or equivalent)
Greeting Card	100# Cover with matching A-7 envelope
Brochure	100# Text (Gloss or Matte)
Direct Mail Letter	70# Uncoated Text
Business Reply Envelope (BRE) Standard	24# White Wove
#10 Outer Envelope	Standard 24# White Wove

**These specifications are intended for proposal purposes only. Final paper stocks may vary by project.*

Question 3

How many colors should vendors assume for pricing?

Response

Unless otherwise noted, vendors should assume **full-color printing (4/4 process)** for all representative pricing examples.

Question 4

Please define personalization.

Response

Personalization refers to variable data printing and may include recipient name, mailing address, salutation, donor-specific messaging, ask amounts, barcodes, QR codes, or other variable fields supplied by EGPAF. Personalization requirements will vary by project.

Question 5

Does the mailing use an indicia?

Response

Yes. Mailings are typically sent using a nonprofit mailing permit (indicia). Vendors should assume use of their own nonprofit mailing permit, if available. Final mailing specifications will be provided on a project-by-project basis.

Question 6

The RFP references a Unique RFQ/RFP Number; however, one was not included on the cover page.

Response

Thank you for bringing this to our attention. The RFP reference number is:

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No other changes have been made to the Request for Proposals. All other terms, conditions, and submission requirements remain unchanged.