



RFP FY25-36518 - RFP for MOVE Magazine Publishing

Vendor Questions

1. The RFP says the Contract Quantity is “Approximately 5,000 printed issues per year.” Does this mean that the quantity for each of the quarterly issues of MOVE magazine is 1,250? That would equal 5,000 over the course of one year. Or is the circulation of each issue 5,000? **5,000 is the total for the year. The number of copies produced of each issue varies.**
2. The RFP did not address postage costs. Do you want postage costs included in the proposal? If so I will need to know what postage rate you are using. Does AAMVA have Periodical Class Postage permit? Or you may be using a printer’s postage permit? **We do not mail individual copies to recipients, but rather bulk shipments to our AAMVA offices or to event venues.**
1. What are the motivations for the desire to switch to another agency? **Our current contract is up and given the cost of production, we need to go through a formal RFP process open to both our current publisher and any potential competitors.**
2. How many firms are expected to submit proposals? **I don’t know the answer to this question.**
3. Will all questions submitted be shared alongside the answers of all who intend to bid? **I don’t know the answer to the question.**
4. When will prospective bidders get answers to our questions? **I don’t know the answer to this question**
5. Is the Pre-Proposal Conference in person? **I don’t know the answer to this question**
6. Is the Pre-Proposal Conference 1:1 or with many in attendance? **The pre-proposal conference would likely include Claire Jeffrey, Noemi Arthur, and Rob Stershic.**
7. In Section 3.1.1 General Duties, the second to last bullet contains an asterisk. Could you share what this is referencing? **I don’t know the answer to this question**
8. Who is printing the magazine? Is AAMVA open to using a different printer? **Yes, we are open to using a different printer.**
9. How many ad designs are usually required per issue? **Advertisers design their own advertisements. Usually there are room for 2-3 house ads for which we provide direction, copy, and visual elements we’d like included, and our current publisher designs.**
10. What specific strategic efforts are unique to each issue? **The content of each issue varies. In general, we cover topics that are relevant to DMV and law enforcement members, highlight new resources or AAMVA events, and feature leaders in the community.**



11. What is your budget range for this initiative, including ongoing hosting fees? Or budget for 2023 and 2024 (past years)
12. Would AAMVA be open to contracting out just the design of the magazine and website? **Currently, our publisher does the majority of writing for the magazine, and we would like to continue with that model.**
13. Will subsequent Move issues use an existing template, or is there interest in redesigning the magazine? **We would be open to a redesign**
14. What percentage of the magazine uses stock imagery or commissioned illustrations? **The majority of the magazine uses stock. We typically budget for one illustrated cover per year.**
15. Is there room in the budget for custom illustrations/artwork commissioned by illustrators and photographers? **Yes, see answer above.**
16. What are the pain points with your current web hosting situation? Would you like to switch to a new host? **We are happy with our current website, however, it is managed by our current publisher. Should we choose a new publisher, we would need to migrate the website.**
17. What are your current pain points for the print and digital website? **We'd like to increase traffic to the website.**
18. What are AAMVA's expectations for the editorial planning portion of the scope of work? **AAMVA typically supplies our current publisher with story ideas and relevant contacts for each issue.**
19. Can you share 2023-2024 editorial calendars for reference?
20. Could you share AAMVA's org Brand Guide and Brand Guide for MOVE? **I don't think we have one.**
21. How many rounds of review for content and design? **Typically 3-4 per issue.**
22. Are you looking for copywriting for the entire magazine (features and departments)? **Yes**