

**2026-2027 Pennsylvania Hunting and Trapping Digest
Agreement for Marketing, Advertising, Publication and Distribution**

Specifications and Requirements

To be considered, a vendor must be able to demonstrate prior experience within the past 3 years of having printed a summary of regulation booklet for a natural resource agency. Must also be able to demonstrate prior experience during the same timeframe of having acquired advertisements from entities involved in outdoor recreation for placement within the booklet.

Objectives

Marketing, Advertising, Approval of Ads, Publication and Distribution of the Pennsylvania Hunting and Trapping Digest.

Services Requested

Contractor will provide marketing, advertising, publication and distribution of the, "Pennsylvania Hunting and Trapping Digest" (hereinafter, the "Digest"), as set forth in Exhibit A, Summary of Work to be Performed, which is hereby incorporated herein by reference as if fully set forth. The actual work to be performed shall conform to the Digest Printing and Shipping Specifications found in Exhibit B and the Placement of Advertising Exhibit C, also incorporated herein by reference.

Reports and Project Control

Task Plan: A work plan for each task that identifies the work elements of each task, the resources assigned to the task, and the time allotted to each element and the deliverable items to be produced. Where appropriate, a PERT or GANTT chart display should be used to show project, task, and time relationship.

Status Reports: A periodic progress report covering activities, problems and recommendations. This report should be keyed to the work plan the Offeror developed in its bid, as amended or approved by the Issuing Office.

Problem Identification Report: A report "as required", identifying problem areas. The report should describe the problem and its impact on the overall project and on each affected task. It should list possible courses of action with advantages and disadvantages of each, and include offered recommendations with supporting rationale.

Final Report: The Contractor shall submit a final report to the PGC listing the advertiser names, anticipated net revenue charged, page placement of ad in the Digest (for each advertiser who purchases advertisements in the PGC's "Hunting and Trapping Digest,) proof of actual shipment costs, and paper costs to the PGC at the time of invoice submission. Submission of any of the following categories of information, when properly completed, may be accepted as proof of shipment: a true copy of a commercial bill of lading; Consignees' receipt of delivery; and/or Carrier's paid freight bill.

Modification

The PGC reserves the right to modify the Contract in whole or part during the term of the contract or during the contract renewal period upon mutual agreement of both the PGC and Contractor.

Insurance

The Contractor shall purchase and maintain at its expense, the following types of insurance, issued by companies acceptable to the PGC:

Worker's Compensation Insurance sufficient to cover all of the employees of the Contractor working to fulfill the contract.

News Releases

The Contractor is not permitted to make any news releases or participate in interviews pertaining to this project without the prior written approval of the PGC.

Financial Requirements

Contractor must demonstrate prior successful experience in selling advertising in publications similar to the Digest. Please list three such publications to which the Contractor has sold advertising and state the net collected advertising revenue for each publication.

Performance Bond: Upon final contract award, and as further guarantee of the faithful performance of the conditions set forth in this contract, the bidder, hereby agrees to furnish the Game Commission with a Certified Check, Irrevocable Letter of Credit, or Performance Bond, in the amount of \$100,000.00. Any security posted must have an expiration date a minimum of one month beyond the specified date of delivery of the “Digest” books. Any performance bond provided by the contractor will guarantee the complete and faithful performance of this contract and full compliance with the conditions set forth and to be performed.

Liquidated Damages

The timely production and delivery of the PGC's "Digest of Pennsylvania Hunting and Trapping Regulations”, to the PGC and its issuing agents is an essential element of the annual distribution of hunting license materials and the sale of hunting licenses. Any delay in delivery of these materials to issuing agents will have substantial adverse impacts on the PGC and its programs. The following liquidated damage clause applies and is dependent upon the PGC delivery of all materials and information to the Contractor at the dates specified in this contract.

If the contractor fails to deliver all of the material or perform the services by the first Friday of June, the contractor shall, in lieu of actual damages, pay to the PGC, as fixed and agreed, the sum of \$3,000.00 in liquidated damages for each calendar day delivery is not received.

Audit

The Contractor shall maintain, and the PGC shall have the right to examine and audit books, records, documents, other evidence and accounting procedures and practices sufficient to reflect properly all sales of advertisements, print price per ad page, paper costs, corrections, extra page cost, trucking, boxes (if applicable), and actual shipping costs, under this contract. The PGC shall have the right at all reasonable times to audit, examine and reproduce the materials described in this paragraph. The contractor shall maintain records under this paragraph for at least three (3) years after termination of any contract.

As long as any contract is in effect, the Contractor shall submit a final report to the PGC listing the advertiser names, anticipated net revenue charged, page placement of ad in the Digest (for each advertiser who purchases advertisements in the PGC's "Digest of Pennsylvania Hunting and Trapping Regulations" book,) and proof of actual shipment costs, and paper costs to the PGC at the time of invoice submission. Submission of any of the following categories of information, when properly completed, may be accepted as proof of shipment: A true copy of a commercial bill of lading; Consignees's receipt of delivery; and/or Carrier's paid freight bill.

Payment to Contractor: PGC will pay Contractor for all work in the manner set forth in Exhibit D.

Standard Contract Terms and Conditions

The following contract terms, conditions, and specifications are part of the contract.

Exhibit E, attached hereto and made a part hereof.

Term

This Agreement shall be for the 2026-2027 license year, beginning at the execution hereof and terminating on **June 30, 2027**, with an option to renew up to four additional years, one year at a time upon mutual agreement between the Pennsylvania Game Commission and contractor.

EXHIBIT A – SUMMARY OF WORK TO BE PERFORMED

1. Print, produce and distribute approximately 800,000 copies of the 2026-2027 license year, Digest of Pennsylvania Hunting and Trapping Regulations which includes the insertion of the harvest report cards.
2. Contractor will be required, with PGC's approval, to explore and select production options: paper stocks, page counts, printing, use of color, binding, design and art direction, the cover, and vendors. The PGC will be final judge of print quality, use of color, paper quality, etc.
3. Contractor will be required to produce a full publishing plan and production schedule.
4. The PGC will provide the contractor with a PDF file of PGC text. Contractor will provide the PGC with a minimum of two (2) proofs prior to final production copy.
5. Contractor will bind, trim and package the "Digest" books as described in Exhibit B.
6. Contractor will be required to contact advertisers, design advertisements, sell advertising space, collect and account for advertising fees for the 2026-2027 year "Digest" book, and all subsequent years, if applicable.

EXHIBIT B. DIGEST PRINTING AND SHIPPING SPECIFICATIONS

Print, produce and distribute approximately 800,000 copies of the 2026-2027 license year, Digest of Pennsylvania Hunting and Trapping Regulations.

DIGEST SIZE:

8-1/4" x 10-3/4"

PAPER STOCK:

30 lb. White Newsprint, or an approved equal in quality and color. If substitution of an alternative grade is proposed, the contractor must submit three 8-1/2" x 11" samples, for approval by the PGC prior to production AND a 100 lb. gloss, cover.

Two bids for a 30 lb. white newsprint cover & a 100 lb. gloss cover; PGC will decide on which cover to use depending on our budget approval.

The PGC reserves the option to require the use of 50 pound offset paper for covers, front and back. The price for 50 pound offset paper will be negotiated and agreed upon in writing by both parties prior to the option being exercised. Should this option not be exercised, then the paper stock used will revert to the paper stock identified above.

An adjustment fee for newsprint increases in subsequent contract renewal periods will be negotiated and agreed in writing by both parties.

PRICE CHANGE CLAUSE:

During the term of this contract there may be fluctuations in pricing relative to the paper industry. Prices shall be adjusted by the percentage change in the Bureau of Labor Statistics' Producer Price Index (PPI) for Paper Mills, SIC2621. The base prices shall be the unit price. The adjusted price(s) shall be computed by comparing the PPI for the month in which the contract is awarded, multiplied by the percentage change in the PPI. The percentage change in the PPI is calculated by dividing the index at the time of calculation by the index at the time the base price was established at the time of contract award. The PGC agrees that during the term of the contract, upon contractor's proof of pricing, changes to the total contract price may be increased or decreased proportionately.

MANUSCRIPT:

Contractor is to provide Digest text to the PGC in hard copy, by e-mail w/attachment, two electronic PDF file proofs prior to final production copy. PGC anticipates a need for sixty-four (64) pages of agency text, with harvest report card inserts.

CORRECTION CHARGE: \$ _____

The PGC agrees to pay for the cost of corrections made after the final production copy has been approved. The cost for such corrections will be listed as a separate line item on the final invoice when submitted for payment.

COLOR:

Use of full color for front cover and 4-color for graphics and photos. Single use of spot color in agency text. Black ink will be used on majority of text pages and maps.

TYPE SIZE:

Regulatory material will be printed in no smaller than 8-point type, unless authorized by the PGC.

ARTWORK:

Front cover, all maps and other art to be supplied by the PGC. Copy and graphics to be submitted by the PGC may include, but are not limited to, text, maps, wildlife identification photographs and other illustrations, additional editorial copy and 4-color graphics and photos. Maps, graphics and photos will be produced or provided by the contractor unless the PGC agrees otherwise. The price agreed upon in the contract is to be inclusive of all costs for color separations, halftones, composition, line changes, brownline proofs, offset plates, presswork, press wash-up, cutting, binding, and agency alterations.

SPECIAL CUT-OFF GUIDES:

Several inside text pages to be marked top to bottom ¼” from the fold to identify as tear-off or cut-out for removal from digest.

BINDING:

Folded, collated, saddle-stitched (two staples) and flush-trimmed three sides.

PACKING AND SHIPPING:

Shipment must be received by all issuing agents at multiple locations (approx. 800,000 printed Digests), our Fulfillment center (approx. 60,000 printed Digests), PA Game Commission Regional offices (30,100 printed Digests to 6 different regional offices) and the Game Commission Harrisburg Headquarters (remaining printed Digests) on or before Friday, June 5, 2026.

“Digest” books will be shipped **FOB Destination** as follows. Shipments to issuing agents and the PGC must be completed by the first Friday of June. Outside of each box must be plainly labeled “Year 2026-2027 Hunting Digests” (subsequent year(s) adjusted accordingly. “Digest” books must be packed with front cover facing up. The PGC will provide contractor with disk for United Parcel Service labeling purposes after final proof is approved.

Contractor will be required to ship directly from the production facility via UPS, approximately 800,000 copies of the “Digest” books, packed approximately 100 per carton, to issuing agents, designated by the PGC. The PGC will provide the contractor with disk for mailing labels mid-May 2026, which contractor will be required to place on the boxes being delivered to the issuing agents. (Mailing label costs will be the responsibility of the contractor.)

Contractor will be required to drop ship (at contractor's expense) the boxed 800,000 issuing agent copies to the Harrisburg, Pennsylvania, United Parcel Service (UPS) terminal. Shipping costs from the Harrisburg UPS Terminal to the issuing agents will be the responsibility of the PGC. Contractor must allow sufficient time for UPS delivery to issuing agents, by the first Friday of June deadline.

Contract will be required to drop ship (at PGC’s expense) to six (6) regional offices additional digests for the use in HTE classes within each region. Each of these boxes must be marked the attention of the Information Education Specialist in each region. Region addresses to be provided by the PGC. Digest allocation and shipping cost will be determined at least 2 months prior to digest being shipped.

Contractor will be required to ship directly from the production facility, via truck line carrier, approximately 100,000 copies of the “Digest” book, packed approximately 100 per carton, to the Pennsylvania Game Commission, Warehouse, 2001 Elmerton Ave., Harrisburg, PA 17110-9797.

The PGC reserves the right to receive delayed shipments for a portion of the 100,000 Digests delivered to the PGC warehouse. Delayed shipments, if required, would be in the form of full-truck load lots and would be made within forty-five (45) days of final production run.

DAMAGES:

Liquidated damages will be imposed on contractor, for all “Digest” books delivered after the first Friday of June. Contractor will pay liquidated damages, in the sum of \$3000, for each calendar day of delay.

SCHEDULE:

Digests will be delivered six weeks after final proof is delivered to the printer. Such date will be determined by return receipt from the commercial delivery service. Notwithstanding anything to the contrary, there shall be no liquidated damages and the “Digest” books will not be considered late if Contractor delivers “Digest” books within six weeks after final proof is delivered to Contractor.

EXHIBIT C. PLACEMENT OF ADVERTISING

The contractor shall provide to the PGC a plan, within six (6) weeks of receipt of the fully executed contract, for placing of advertising in the “Digest” book. The plan should indicate whether contractor intends to allow “stitch-in” advertisements. Blow-in advertisements are not acceptable. Final placement of advertisements in the “Digest” book must be approved by the PGC.

- a) Limit advertising to the inside front and back cover, the outside of the back cover and placement throughout the book on pages not containing PGC regulatory information or copy, as approved by the PGC.
- b) The PGC may desire to waive certain ad revenues. This may only be done by the PGC in written instructions to the Contractor. In such a case, the PGC will receive no revenue and will bear no cost of the ad.

Limitations on Advertising:

PGC publications must be non-partisan, no paid political advertising may appear in the “Digest” book. The PGC prefers advertisements relating to hunting, trapping and outdoor activities, including advertisements for motor vehicles.

Advertisements for alcohol and tobacco products may not be included in the “Digest” book.

PGC reserves the right to reject advertising that reflects acts or products that violate Pennsylvania laws, regulations, or ethics.

THE PGC MUST APPROVE ALL ADVERTISEMENTS PLACED IN THE PENNSYLVANIA HUNTING AND TRAPPING DIGEST.

EXHIBIT D. COST SECTION DISK

2026-2027 YEAR – PENNSYLVANIA HUNTING AND TRAPPING DIGEST

The Contractor will produce and ship direct from its production facility approximately 800,000 copies of the “Digest” book to approximately 700 issuing agents, and approximately 100,000 copies to the Pennsylvania Game Commission, 2001 Elmerton Ave., Harrisburg, PA 17110-9797. A disk for United Parcel Service labeling purposes will be provided to the contractor by the PGC upon final proof approval. All “Digest” books must be delivered by the first Friday of June.

Compensation for all work will be paid on a firm-fixed price basis with reduction in the cost to the Commonwealth. The total price PGC will be required to pay Contractor, as full, final and complete payment, to produce and ship the "Digest" book, will be the sum of the firm-fixed price adjusted in accordance with PGC requested changes to page count as set forth below, plus paper price increase, plus shipping cost from Harrisburg to the issuing agents (unless the PGC pays such shipping cost directly to the shipper), plus PGC corrections, and less 45% of the net advertising revenue, as provided herein.

The Total Fixed Price: \$ _____.

“Net advertising revenue” means the total amount invoiced by Contractor for “Digest” advertisements, less a) print cost per Contractor ad page \$ with as page count rounded up to the next whole multiple of 8, b) ad agency commissions, c) industry standard incentives such as multiple inserts, etc, and d) cost to the advertisers for printing inserts and additional bindery fees are to be deducted before revenue shares are calculated. Pre-production costs such as layout, typesetting or camera work, which is performed by the contractor on behalf of advertisers over and above the published advertising rate, is not included in net advertising revenue.

PAGE REDUCTION CREDIT OR ADDITIONAL PAGE COST

The “Digest” book will contain 64 pages of agency text. If the PGC reduces the PGC text and/or PGC ad page count, the Contractor will provide a per-page credit of

(_____) per page, printing in eight (8) page increments.

If the PGC requests additional PGC text and/or PGC ad pages, the PGC shall pay an additional per page amount equal to

(_____) per page, however, the PGC may only increase the number of pages in eight (8) page increments.

PRODUCTION RUN CHANGES

If the production run of 800,000 copies, should be required to be changed (increased or reduced by increments of 50,000 copies), changes in cost will be as follows:

The PGC will receive a credit of (_____) per 50,000 reduction in the production run.

The PGC will be required to pay, in addition to the total price, (_____) per 50,000 increase in the production run.

PENNSYLVANIA GAME COMMISSION

2026-2027 HUNTING AND TRAPPING DIGEST SPECIFICATIONS

Quantity Requested:	800,000
Description:	Saddle-stitch book
Finished Size:	8.25" x 10.75" w/full bleed
<u>SELF-COVER REQUIREMENTS:</u>	
Page Count:	64 pages (16 sheets)
Flat Sheet Size:	16.5" x 10.75" w/full bleed
Paper:	30# newsprint, AND 100# gloss
Ink(s):	4C/5C
<u>OTHER REQUIREMENTS:</u>	
Center Insert:	Antlerless License Application w/Business Reply Postcards are inserted and saddle-stitched to the center of the digest
Book Binding:	Saddle-stitch
Artwork:	Print-ready PDF available to the printer by 04/20/2026
Proofs:	Digital electronic proof
Packaging:	Pack 100 books per box. All other packaging and labeling to follow standard established in "Supplier Shipping and Receiving Guidelines" (attached).
Delivery:	Shipping to approximately 650 addresses. See attached sample mailing list. Final mailing list will be provided by mid-May. Shipping must be included in the quote

Pennsylvania Game Commission

2026-2027 Hunting and Trapping Digest

Antlerless License Application w/Business Reply Postcard Specifications

Quantity Requested	800,000
Description	8 panel perforated sheet
Flat Size	15" x 10 1/8"
Finished Size	75" X 10 1/8"
Paper	65# white cover
Ink(s)	1C/1C black
Perforations	Perforation type at the discretion of the printer. (Not to tear when folded but easily tears when cards are being detached.) Sheet is perforated horizontally 1 st perf: 3.5" from the left edge. 2 nd perf: 7" from the left edge. 3 rd perf: 8" from left edge. 4 th perf: 11.5" from left edge. Sheet is perforated vertically 5.125" from the top edge (center)
Insert	Sheet is inserted and stapled to the center saddle-stitch of the PGC Hunting and Trapping Digest.
Artwork	Print Ready PDF available to the printer by 04/20/2026
Proofs:	Digital Electronic proof
Diagram	NOT TO SCALE

DIAGRAM (NOT TO SCALE):

