

ABA Request for Advertising Proposal

May 25, 2017

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Bid Timetable

The ABA will make every effort to adhere to the following schedule:

Activity	Responsibility	Date
Deadline to submit clarifying questions by email to ABA Publishing, bryan.kay@americanbar.org	Suppliers	June 7, 2017
Answers to potential questions posted to ABA website or sent via email no later than this date	Bryan Kay	June 12, 2017
RFP responses/proposals in electronic form must be received by ABA Publishing, bryan.kay@americanbar.org	Suppliers	June 19, 2017
Hard copy proposals must be received by Bryan Kay at American Bar Association, 321 N. Clark Street, Chicago, IL 60654	Suppliers	June 23, 2017

1.0 General Information

1.1 Issuing Department and Purpose. The ABA Publishing department has issued this RFP on behalf of a number of its entity periodicals. The purpose of this RFP is find an outside advertising agency to sell advertising and handle administrative aspects, including billing, for the periodicals identified in Appendix C. ABA periodicals, created by ABA members for ABA members, are a primary source of member value, and a valuable source of scholarly and practice information, that has substantial distribution across the legal marketplace. The sole point of contact in the ABA for this RFP shall be Bryan Kay at bryan.kay@americanbar.org, the Issuing employee for this RFP. Please refer all inquiries to the Issuing employee.

1.2 Type of Contract. The contract needs to comply with the ABA Contract Policy and will be reviewed by the ABA's General Counsel's Office. ABA entities do not have separate legal standing to enter into oral or written contracts in their own names. All contracts are entered into on behalf of the American Bar Association. The Issuing Department, in its sole discretion, may undertake negotiations with Suppliers whose proposal, in the judgment of the Issuing department, show them to be qualified, responsible and capable of performing the project or providing the goods.

1.3 Incurring Costs. The ABA is not liable for any costs the Supplier incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of the award of the contract.

1.4 Proposals. To be considered, Suppliers should submit a complete response to this RFP, using the format provided in Section 2.0. For this RFP, the proposal must remain valid for 120 days, from the date of its receipt by the ABA, taking into consideration time required for

evaluation of proposals and processing of the contract or until a contract is fully executed. If the Supplier's proposal is accepted for award, the contents of the selected Supplier's proposal will become, except to the extent the contents are changed through Best and Final Offers or negotiations, contractual obligations.

1.5 Prime Contractor Responsibilities. The contract will require the selected Supplier to assume responsibility for all services offered in its proposal whether it produces them itself or by subcontract. All subcontract work must be disclosed to the Issuing employee and the Issuing employee will consider the selected Supplier to be the sole point of contact with regard to contractual matters.

1.6 Terms of the Contract. The contract is not considered final or approved until the terms have been reviewed and approved by the ABA Office of General Counsel. An "American Bar Association Office of General Counsel" approval seal will appear on the final contract with the signature of the attorney approving the terms of the contract.

1.7 Use of Electronic Versions of this RFP. This RFP is being made available by electronic means. If a Supplier electronically accepts the RFP, the Supplier acknowledges and accepts full responsibility to ensure that no changes are made to the RFP. In the event of a conflict between a version of the RFP in the Supplier's possession and the Issuing department's version of the RFP, the Issuing department's version shall govern.

1.8 Questions and Answers. If any Supplier has any questions regarding this RFP, the Supplier must submit the questions by email to the Issuing employee named in Section 1.1 of this RFP. Questions must be submitted no later than the date indicated on the Bid Timetable [submit to bryan.kay@americanbar.org by June 7, 2017]. The Supplier should not attempt to contact the Issuing employee by any other means. The Issuing employee will send answers to any and all submitted questions to each of the Suppliers involved in the bid.

2.0 Proposal Requirements

To be considered, the proposal must respond to each and every requirement in this part of the RFP.

2.1 Project Specifications. See **Proposed Product Features** and **Other Areas the Proposal Should Cover**, under Appendix B.

2.2 Evaluation Questionnaire. See Appendix C.

3.0 Criteria for Selection

3.1 Mandatory Responsiveness Requirements. To be eligible for selection, a proposal must:

- a. Be received according to dates set in the Bid Timetable;
- b. Be properly signed by a representative of the Supplier who is eligible to bind them in contract with the ABA;
- c. Be in accordance with all instructions as set forth; and
- d. Be acceptable to the ABA at its sole discretion.

3.2 Criteria for Selection. Advertising has been a primary source of revenue for ABA periodicals, and has faced challenges in recent years. The challenge is to maximize the ad sales opportunities

for each periodical, and for the entire portfolio. The key questions are set out in Appendix B. Within these questions, greater weight will be given to the following in evaluating each proposal:

- Capacity to successfully generate new business and accounts to counter attrition and grow the advertising base
- Cost and flexibility of financial arrangement
- Experience with other nonprofits and capacity to understand and convey the value of ABA periodicals to the ad buying market
- Ability to provide administrative support with invoicing and ad placement
- Capacity to communicate with ABA entities to build relationship and trust
- Supplier reputation and experience with similar products
- Performance guarantees offered by the Supplier
- Comprehensive and complete response to RFP

3.3 Evaluative Questionnaire. All bid responses will be evaluated according to responses provided in the evaluation questionnaire (Appendix C). All responses to questions in Appendix C must be provided in the fields indicated in the spreadsheet.

**Appendix A
Supplier Response Sheet**

Supplier Information	
Supplier Name	
Supplier Mailing Address	
Supplier Website	
Supplier Contact Person	
Contact's Phone Number	
Contact' s Fax Number	
Contact's Email Address	

Signature	
Signature of an official authorized to bind the Supplier to the provisions contained in the Supplier's proposal	
Printed Name	
Title	

Failure to complete, sign, and return this form with the supplier's proposal may result in the rejection of the supplier's proposal.

Appendix B – Questionnaire

1. Provide a brief description of your firm and any subcontractors that you may use.
 - a. Provide a brief history of your firm.
 - b. What is your business philosophy? Specifically, what defines success?

2. Provide an overview of your sales organization.
 - a. What is the size of your sales forces?
 - b. Where are your personnel located?
 - c. What administrative support do you provide (e.g., billing and collecting on invoices, ad placement help, other)?
 - d. Describe the qualifications of your sales people.
 - e. What distinguishes you in the marketplace?

3. Describe the staffing plan you envision for ABA advertising sales.
 - a. Who would be the ABA's main point of contact?
 - b. What is your working policy concerning the continuity of sales staff assigned to the ABA account?
 - c. If you lose someone who is covering the ABA account, what is your operational approach to replacing them?

4. Please provide a brief transition plan.
 - a. How would you transition existing ABA sales accounts?
 - b. How would you communicate with existing accounts and prospects?
 - c. How would you transition reporting?
 - d. What steps does the ABA need to take to help you?

5. What is your vision and plan to maximize advertising revenue for the ABA portfolio of periodicals?
 - a. How do you increase and reenergize sales?
 - b. How do you sell a portfolio that contains a mix of larger and smaller publications?
 - c. How do you convey the value of the portfolio to perspective advertisers?
 - d. What communication and support do you need from the ABA to succeed in growing the advertising revenue?

6. Describe your sales reporting operations and approach.
 - a. What types of reports do you provide?

- b. Can you report based on the ABA's fiscal year (9/1-8/30)?
 - c. What is the frequency of reporting?
 - d. Describe the reporting system used, including system and format of reports.
7. Provide a list and brief description of relevant clients.
- a. Non-profit clients
 - b. Legal or professional clients
8. Provide references, including contact information, for organizations that have used your services within the past two years.
9. Describe your fee structure and typical contract length; including:
- a. Baseline fee; and
 - b. Any additional fees or expenses, including but limited to travel, additional sales or administrative support, meeting costs, and any equipment costs.

Ad Sales Revenue Totals FY2014-FY2016 - Appendix C

Section Periodicals with Advertising	Circulation	ABA Entity	Gross Revenue FY2014	Gross Revenue FY2015	Gross Revenue FY2016
The Brief print - e-Tips News	12,116	Tort Trial & Insurance Practice Section	\$0	\$6,035	\$3,018
Criminal Justice print - Leadership Connection eNews	10,000	Criminal Justice Section	\$2,975	\$9,275	\$5,702
Dispute Resolution print - Just Resolutions e News	4,000	Section of Dispute Resolution	\$11,070	\$13,580	\$16,041
GP Solo print - Portfolio eNews	6,600	Solo Small Firm and General Practice Division	\$49,427	\$61,838	\$41,000
GP Solo eReport	11,000	Solo Small Firm and General Practice Division	\$39,800	\$32,100	\$40,238
Health Lawyer print - Health eSource	8,000	Health Law Section	NA	NA	NA
International Law News - eNews	10,000	Section of International Law	\$600	\$600	\$600
Judges Journal print - JD Record E-Zine	4,000	Judicial Division	\$13,891	\$19,125	\$29,436
Landslide print - Landslide Digital Edition	11,100	Section of Intellectual Property Law	\$70,260	\$49,789	\$24,880
Litigation News print - Litigation News eNews	37,144	Section of Litigation	\$30,808	\$15,275	\$7,638
SciTech Lawyer print - SciTech e-Merging News	4,200	Section of Science & Technology	\$0	\$0	\$3,010
Total Sales			\$218,831	\$207,617	\$171,563