March 2, 2012

REQUEST FOR Quote

Bulk E-Mail Marketing Solution

RFQ # CML 12-006

For Columbus Metropolitan Library (the Library)

Issued by:
Purchasing Division
96 S. Grant Ave.
Columbus, OH 43215

Deadline for Submittal:
March 16, 2012
No later than 12:00 Noon EST

COLUMBUS
METROPOLITAN
LIBRARY

Columbus Metropolitan Library
Purchasing Division, Finance Department
96 South Grant Avenue
Columbus, OH 43215
Wanda Dixon, Purchasing Administrator
Telephone: (614) 849-1034
FAX: (614) 849-1134
E-mail: purchasing@columbuslibrary.org

The Columbus Metropolitan Library (the Library) is requesting quotes from qualified vendors for bulk email marketing solution.

Background:

The Library is a county district library established in accordance with §3375.20 of the Ohio Revised Code. The Library, which is a separate legal entity, is financially, managerially and operationally independent from both Franklin County and the City of Columbus. The Library is a fully funded political subdivision and receives the majority of its funding from the State of Ohio and locally voted property taxes. The Library consists of a Main Library and 21 branches throughout Franklin County.

Current bulk email system cannot handle our current or future capacity.

Scope of Work:

We are seeking a Bulk Email Marketing Software solution that will make it easier for us to effectively reach our growing number of customers, business partners and prospects. Attachment 1 provides additional information on the requirements for the bulk email solution.

References:

Please provide three (3) references with company name, address, phone number and contact person for firms you have provided similar product.

Reference 1

Company Name:	
Contact Person:	
Title:	
Phone:	
E-mail:	

Reference 2

Company Name:	
Contact Person:	
Title:	
Phone:	
E-mail:	

Reference 3

Company Name:	
Contact Person:	
Title:	
Phone:	
E-mail:	

Questions regarding this Request for Quote shall be directed to Wanda Dixon, Purchasing Administrator, Columbus Metropolitan Library, Telephone, (614) 849-1034, FAX (614) 849-1134, or by e-mail: purchasing@columbuslibrary.org.

Terms and Conditions: Terms and Conditions are found at www.columbuslibrary.org/finance and shall apply on all purchase orders pursuant to any contract awarded in accordance with this quote.

Date Price Quotation is required: Delivered to the Security Desk at the Main Library, 96 S. Grant Ave., or e-mailed to Wanda Dixon at the above address no later than **March 16, 2012.**

Your bid offer: $_____

The Columbus Metropolitan Library is a political subdivision of the State of Ohio/Franklin County and is exempt from all Sales and use taxes. Prices shall be valid for 90 days.

_____

Signed by Title

_____

Company name, as it appears on FTIN (F9 Form)

_____

P O to, Bill to, Payment to Address

_____

City, State, Postal Zip

_____

Contact Name Telephone Number

_____

FAX Number E-mail address

Attachment 1
Questions for the Vendor

1. What is the cost for unlimited bulk email & SMS (SMS optional) per month for a nonprofit company?
2. How do landing pages work and can they be customized?
3. How is the opt-out maintained? Does it live on your side and will it screen the recipients we send over and exclude?
    a. We're curious about the database and keeping it up-to-date.
    b. Will we be able to pass a list of recipient email addresses and other information to the server?
    c. Will we be able to include salutations at the beginning of the emails?
    d. Can we insert links to static pages? Note: We currently have customer-specific links at the end of the Check It Out customer emails to allow customers to share a comment. Customer is directed to a form on a webpage and their unique ID is automatically included. Unsubscribing updates the opt-out table using their unique ID.
4. Is the software stored on our server or your server? If stored on your server, how is it stored?
5. Do you have analytics that are compatible with Google analytics?
6. How much space do we have to host images?
7. Do you support external style sheets?
8. What browser support do you recommend for Macs?
9. If you do not offer SMS marketing, will you offer SMS marketing in the future, and will the database be shared among the 2 softwares (bulk email and SMS)?
10. Note: Email addresses are shared by family members; each member is assigned a unique ID for an email. If one member opts out of a newsletter we still want the email address to be active for the remaining members. Is that possible?
11. We will not allow you to own, use or sell our data. Is that a problem?