

**PRODUCTION SPECIFICATIONS FOR PROPOSED BIDS FOR BREASTFEEDING PROMOTION
FOR PROJECT SOUTHWEST REGION WIC**

DRAWSTRING BACKPACK	Dimensions 14" x 17" Nylon / canvas fabrics Zippered pouch with pull 2-color imprint (PMS colors TBD) with white underlay from USDA color scheme
CARDEX/CARABINER	Set of 6 imprinted/laminated plastic cards with hole punch 4-color imprint on one card from USDA color scheme 2-color imprint on remaining five cards from USDA color scheme Attach cards to carabiner
BOOK	Breastfeeding Book approved by WIC WEBS group
DAD AND GRANDPARENT BROCHURES	Finished size 6" x 8" 12 pages stitched
PUSH CARD/BOOKMARK	Finished size 3.5" x 7.5"
CONGRATULATIONS CARD	Finished size 6" x 8"
COUNSELING GUIDELINES	Finished size 8.5" x 11"
ASSEMBLY	Shrink-wrap printed materials (6 items in all) Attach collated tip cards on carabiner to zipper pull and close zipper Place 25 assembled backpack units in carton along with one copy of Counseling Guidelines
STORAGE AND SHIPPING	Store all assembled cartons for a period of 6 months Ship all units upon request via United Parcel Service (UPS) to every participating WIC agency in the SW Region