

Bid Number - 005-RFB-2511-2026

State Library Materials - Books, DVDs, and Music



1417 Timberwolf Drive
Holland, Ohio 43528



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March 5, 2026

State of Iowa
Library Services - Administrative Services Dept
1305 E. Walnut Street
Des Moines, IA 50319

RE: Bid Number 005-RFB-2511-2026 - State Library Materials - Books, DVDs and Music

Dear Mr. Manges,

Midwest Tape is an industry leader providing libraries with unparalleled access to the best content available in the media world, including physical DVDs, Blu-Rays, music CDs, audiobooks, and playaways and since 2013 offering a digital platform called Hoopla.

For more than thirty-six years, Midwest Tape has used its experience and expertise to support libraries and adapt to their evolving needs. The unique services we offer allow libraries to streamline their workflows, from the ordering process, ILS integration, processing services and cataloging support to collection development support and more. The flexibility of these services enables libraries to maintain local practices without sacrificing quality.

We request to be evaluated as a vendor that can provide the State of Iowa's member libraries with audiovisual materials (DVDs, Music CDs, Audiobooks and Playaways) based on RFB 005-RFB-2511-2026 requirements of the State Library Materials.

Our discounts are competitive, but it is our value-added services and programs that create true value for libraries. Value-added services that can be provided to your member libraries, for free, include a web-based database of audiovisual materials, customized selection lists, automatic order plans, electronic transmission of orders, and order status updates through the member libraries' ILS programs. Competitively priced processing and cataloging services provide additional shelf-ready support if member libraries require them.

This document certifies our formal response to Bid Number 005-RFB-2511-2026. This proposal presents a true range of services and materials. Our response is not a result of any direct or indirect coordination or collusion with other firms submitting a proposal in response to this RFP. The signature below acknowledges full authority to enter into contractual agreements. All prices, discounts, and services for media materials and selected services discussed in this document are valid for 180 days from the RFP opening date or later as needed by the evaluation committee to reach their decision.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sue Bascuk', is written over a horizontal line.

Sue Bascuk, Vice President
sbascuk@midwesttapes.com; 800-875-2785

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Requirements

4.1 Bidder has provided discount rates for books and other media as required.

Midwest Tape offers the following discounts off Manufacturer's Suggested Retail Price (MSRP) for our Audiovisual formats. These discounts apply to hot new releases and back catalog titles regardless of the quantities ordered.

DVDs (including Blu-Ray DVDs) - 25%

Music CDs - 25%

Playaways - 20%

Audiobooks on CD are sold to the library at retail price and are repackaged into our patented SoundSafe® case which is engineered specifically for libraries and creates a shelf-ready product that will endure the demands of library use. The case comes with durable polypropylene sleeves that prevent discs from falling out, as well as cloth interiors that prevent scratching and increase disc life.

We request that each participating library notify our Customer Support Team (800-875-2785; info@midwesttapes.com) of their connection to the State agreement in order to have their accounts set to the promised discount structure. Each participating library will also receive free shipping on all orders, regardless of order size.

4.2 Bidder has provided a quantity of books available in their portfolio.

The library can find our collection of audiovisual titles on our eCommerce website (www.midwesttape.com). Inventory levels vary throughout the year based on title release. Although Midwest Tape does not currently indicate inventory status for each item on our website, we stock over 350,000 titles in our single Holland, OH warehouse and have a 98% fill rate within 7-10 business days of order for all new release titles. We stock all new release titles in our facility with quantities to not only meet the demand of our customers on or by street date but to also meet demand 90 days beyond the street date to encompass supplemental and/or unexpected orders. Working with the studios/publishers in this manner greatly improves access to millions of titles to fill our customers' needs.

Currently, Midwest Tape's database (as of 2-24-2026) includes 103,000 unique DVD and Blu-ray titles and 102,976 music on CD titles. Audiobook collections feature over 113,000 titles and more than 28,000 Playaways. These collections include adult, children, and young adult fiction and non-fiction titles along with a variety of world language titles to meet the diverse needs of your communities.

4.3 Bidder has provided an estimated in-stock rate for available books.

Although Midwest Tape does not currently indicate inventory status for each item on our website, we stock over 350,000 titles in our single Holland, OH warehouse and have a 98% fill rate within 7-10 business days of order for all new release titles. We stock all new release titles in our facility with

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quantities to not only meet the demand of our customers on or by street date but to also meet demand 90 days beyond the street date to encompass supplemental and/or unexpected orders. Working with the studios/publishers in this manner greatly improves access to millions of titles to fill our customers' needs.

Currently, Midwest Tape's database (as of 2-24-2026) includes 103,000 unique DVD and Blu-ray titles and 102,976 music on CD titles. Audiobook collections feature over 113,000 titles and more than 28,000 Playaways. These collections include adult, children, and young adult fiction and non-fiction titles along with a variety of world language titles to meet the diverse needs of your communities.

4.4 Bidder has provided a delivery estimate for in-stock books.

Midwest Tape works with over 900 movie studios; 3,000 music labels and 350 publishers, maintaining a consistent overall 98% fill rate of our product offerings.

Approximately 91 - 100% of the library's hot-new audiovisual orders are filled on the first shipment and in advance (7-14 days) prior to the title's release date with full processing and full-level MARC cataloging services. Midwest Tape steadfastly maintains a consistent 98% fill rate of our product offerings.

We stock all new release titles in our facility with quantities to not only meet the demand of our customers on or by street date but to also meet demand 90 days beyond the street date to encompass supplemental and/or unexpected orders. Working with the studios/publishers in this manner greatly improves access to millions of titles to fill our customers' needs.

4.5 Bidder has provided an explanation of the ordering and fulfillment process. This includes website details, available customer service, warranty, and returns processes.

Ordering/Fulfillment process - Updated throughout the business day, our **free** e-commerce website (www.midwesttape.com) is the main point of purchase for all physical and digital audiovisual materials. The site brings together collections of today's trending and top-selling titles; pre-release collections; and collections featuring adult, young adult, and children's titles. Scrolling carousel banners are updated continuously to promote these collections.

Our digital on-line catalogs offer a monthly look at the hottest new releases, while the Cat2Cart web feature integrates the printed catalogs into our website for a more earth- and user-friendly service.

All DVD high-demand, popular, feature films, children's, fiction, and nonfiction titles are strategically monitored by our purchasing department, with notifications sent 3-5 months before the release date. Music notifications occur 2-3 months before release.

Other ordering methods include by phone (800-875-2785); by email (info@midwesttapes.com); by mail (1417 Timberwolf Drive, Holland, Ohio 43528); by fax (800-444-6645) or through our most popular service - ILS integration connected to all major ILS programs in use today.

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ILS Support (free service):

Our library partners utilize our website for their collection development processes. They can browse and select titles as needed, placing them into shopping carts. When ready to place the order, the user simply selects **Submit**. The user's profile is linked to their account via our SAP-backed ordering system and the order is placed.

Once the selector chooses a title from the list of options, the **Add to Cart** box can be clicked to reveal a list of available carts and allows for the quantity to be adjusted as needed. The user can also create a new cart from this point quickly and easily.

Taking this simple process one step further, Midwest Tape works with all major integrated library systems (ILS; such as Sierra, Millennium, Horizon, Symphony, Polaris, Virtua, Carl-X, Koha, and Evergreen to name a few) to streamline the creation of order records by adding 9xx tags to **free** Midwest Tape downloadable vendor records. Midwest Tape offers electronic ordering and invoicing as an option with most ILS partners.

- We support both EDIFACT (including enriched EDIFACT) and X12 formats for EDI (electronic data interchange).
- The option to place orders via EDI is most advantageous to libraries who wish to receive EDI invoices. Only items ordered electronically can be invoiced electronically.
- Electronic ordering and invoicing are available free of charge.

With EDI ordering, libraries can use whatever ordering method they normally use within their ILS. For most EDI customers, this consists of creating carts on the Midwest Tape website and then downloading free vendor order records complete with fund and location information for the titles they order. These records are imported into the ILS to create the order within the system.

Using vendor records for the items in carts eliminates hand-creating orders in the library's system. Using information the library provides, we program the additional order record tags attached to the downloaded vendor records. These order record tags vary by ILS, but the tag itself is usually found in the 900s. This 9xx tag will carry whatever fund (budget), location, collection code, pricing information, and note fields the library needs.

Once the order exists in the library's ILS, it can then be sent to us using EDI. The order is transmitted electronically via FTP (file transfer protocol) and arrives on the Midwest Tape server, which imports it into our system as an order. When the EDI order successfully imports into our system, the library receives an order acknowledgment verifying the ordered titles.

Once received in our system, we handle the order as usual, applying any additional services, such as processing, that the library has designated. We invoice the items as they ship. The library still receives a paper invoice in their package; libraries that request electronic invoicing, will also receive an electronic invoice via FTP shortly after shipping.

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Website (free service):

Since 1989, Midwest Tape has grown significantly by listening to our library partners and creating programs, services, and a website that meets their needs. We are always working to make sure we provide the best experience for your library.

Midwest Tape continues to invest heavily in its physical media selections website and continually upgrades the service in response to library feedback. Our website is a true eCommerce site that blends the ability to order both physical and digital materials.

Libraries can use our eCommerce site to see if a physical copy of a title exists when a digital copy is provided on hoopla. This powerful tool provides the library with visibility of all available formats. The eCommerce site can be organized to show only digital titles, only physical titles, or both digital and physical titles.

Our eCommerce product display pages make it even easier to find and add great content to your carts, and provide the following:

- Access to synopsis and title details, as well as available formats and media types
- Drop-down menus that give expanded access to details
- The ability to save a preferred view
- Search function that allows the user to quickly find and add multiple formats or related series, seasons, or episodes to carts

Our **Advanced Search** feature, created based on customer feedback, gives the user the ability to narrow searches by using a series of different filters, including format, title, publisher, time, and more. This provides users with more targeted results, ultimately saving time in the selection process.

Not only do we encourage our library partners to provide their feedback (either by email or directly through our website by selecting **Submit Feedback**), but we also want to understand how our customers view and integrate with each segment of our site. Data analytics are used to enhance our features on an ongoing basis. These changes are subtle and non-disruptive to workflows.

Midwest Tape provides training of library staff through pre-recorded or live webinars, WebEx, Go to Meeting and other peer-to-peer audiovisual communication services. The company also provides onsite demos and website training – either as one on one sessions, small groups, and/or larger assemblies to ensure that all current and future-involved personnel are thoroughly trained using our website for selections and acquisitions.

Collection Development: (free service):

Our team of specialists works with the library's staff to create a profile around the needs of the library, ensuring that selection lists include the most relevant titles. Selection lists are placed in a cart under the required user's login on our website and an email is sent to that user notifying them of the cart's

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availability. Selectors are in complete control of ordering, with the ability to adjust quantities or add/remove titles from the cart as needed.

myCARTS is significantly different than comparable programs in a variety of ways, including:

- No obligation to order—collection lists are suggested titles only.
- Selected titles are uploaded in shopping carts that are not ordered without your approval.
- Flexibility to adjust your specifications at any time, including quantities, branch distributions, and fund codes.
- Default number of copies of each title can be determined by box office revenue (movies), Billboard chart position (music), or New York Times Best Selling list position (audiobooks).
- Email updates sent every two weeks
- Pre-publication title notification
- Vendor records for all myCARTS titles available at no charge
- No minimums or contracts

All suggestion lists are uploaded as shopping carts with location and collection codes provided, and with the ability to upload free vendor records into the library's Polaris ILS acquisitions module and catalog.

With many available myCARTS plans, some titles could be presented more than once. Titles that exist elsewhere in a cart within the organization or that have been previously ordered by the library will be identified by icons visible next to the title in the cart.

All collection development support is provided free of charge. We encourage your library to contact our experts to set up these plans or help create specialized plans that fit within your library's vision and mission.

Customer Service:

Customer support is provided by phone or email. Our Customer Support Specialists answer all calls through our central number. Your librarians will be greeted by a friendly 'live' staff member to assist you. Our three-member customer support team is cross-trained in all areas of customer support, including web usage. Our team conducts periodical live website training or website-related demonstrations. These training sessions are recorded and archived, being featured on our website, for access at any time.

Should your team members need assistance with our website, they can contact our live Customer Support by calling 800-875-2785 (Monday-Friday 8:30 a.m. – 5:00 p.m. EST) or by email info@midwesttapes.com (24/7). All email inquiries are answered within one business day.

If your team calls after our standard office hours, a voice mail system is in place to receive your call. Our team listens to our voicemail system each morning returning all calls within that day.

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Warranty/Returns:

Every audiovisual product we sell is guaranteed for one year against manufacturer's defect or shipping damage. If the library notifies Customer Service Representatives within 60 days of invoice of a problem, a pre-paid UPS call tag is provided for the return of the product. The library will be provided this return label by email along with a Return Merchandise Authorization document to help expedite the no-charge replacement of product.

These issues are tracked to ensure that we are providing a consistent level of excellent customer service to the library. Account Executives will meet with the library three to four times per year to review these types of service issues in person with management as well as the department leads. The information we learn from this experience is used to continually improve our service.

Other Value-Added Services:

Processing - Midwest Tape provides various forms of audiovisual processing services for libraries. These services can range from shrink-wrap removal, generic artwork, and case transfer services all the way up to full digital label integration and RFID labeling and encoding. The cost of these services varies depending on the specific processing needs of the library and the number of discs included in a particular item. A no-obligation, competitively price quotes can be created for any member library at any time.

Our VIP **Variable Integrated Processing** (VIP) allows the library to obtain high quality digitally imaged processed, audiovisual products that are immediately ready to be circulated. The benefits include perfect label placement every time, deters theft and saves your library the expense of creating labels and the labor costs associated with processing.

Cataloging - is provided through our unique partnership with OCLC guarantees a full MARC record for every title that your library purchases from us. Our agreement with OCLC allows us to provide quality cataloging for new and back catalog titles.

Value added services Midwest Tape offers free of charge:

- Re-packaging of Audiobooks into our durable SoundSafe™ case (included in published pricing)
- Highly intuitive, customizable, yet user friendly website with multiple user access assigned at authorization levels to fit your workflow
- Many collection development tools tailored specifically to your library (fund, branch, etc.)
- Five different levels of duplicate checks to minimize dupe orders
- Direct links to your OPAC
- Full image views (front, back & spine) of most any product in our 350,000+ database
- Complete critics review access for each individual title on audiovisual titles
- Downloadable vendor records and excel files
- 9xx record loading, EDI ordering, electronic invoicing, and support
- Opening Day Collection and Collection List assistance

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- Customized Standing Order Plans allowing you to be in control (no contracts and no minimums)
- Marketing assets

Closing remarks

Midwest Tape has been working with public libraries since 1989, listening to librarians to create an array of audiovisual products and services to fulfill the specific needs of our library customers. It begins with our vast catalog of quality media products - DVDs, Blu-Ray DVDs, Music CDs and Audio books. Midwest Tape delivers the expertise to help libraries by providing better customer experience, becoming a more valuable destination of learning, education activity, ideas, enrichment, and enjoyment for their communities.

Our Customer Service is unmatched in the industry. When you call our Customer Service Department, you are connected to a 'live' representative. Our representative's responsiveness, flexibility and attention to detail mean you will receive professional, friendly, quick, and accurate problem solving every time. We will not settle for anything less than doing whatever it takes to meet your expectations. If you have an issue, it will be resolved in a timely manner. Each solution or program is tailored to fit your exact needs.

We listen to what libraries want and need and create new programs to serve them. Our discounts are competitive, but it is our value-added services and programs that create true value for Public Libraries.

Our Bid/RFP team stands ready to assist throughout the evaluation process to coordinate questions or to coordinate a guided tour of our Midwest Tape eCommerce website:

Bid/RFP Specialists
800-875-2785
BIDRFPinfo@midwesttapes.com

Terms and Conditions Exceptions

3 Payment Terms

3.1 Payment Terms - Per Iowa Code § 8A.514 the State of Iowa is allowed sixty (60) days to pay an invoice submitted by a Bidder. Does the Bidder agree to the terms?

Midwest Tape's payment terms are Net 30 days after receipt of order.

3.3 Terms of Pcard Acceptance - The State of Iowa prefers to pay Bidders using its Purchasing Card Program (Pcard) whenever possible. Bidders accepting Pcard payments shall comply with the Terms of Pcard Acceptance.

Midwest Tape does not accept Pcard payment of invoices. Midwest Tape can accept payment of invoice by paper check or ACH methods. We are fully integrated with all major ILS systems for electronic ordering and invoicing support.