

June 1, 2010

Dear Current and Prospective Printers:

This letter is to serve as a request for proposal for printing the seasonal brochure for the Bloomingdale Park District for Autumn 2010, Winter/Spring 2010-11 and Summer 2011.

Please submit all proposals, sample work (comparable to samples enclosed) and list of references to:

Josh Hendricks
Director of Marketing & Communications
Bloomingdale Park District
172 S. Circle Ave.
Bloomingdale, IL 60108

Request for proposals are due June 15, 2010.

Project Description

A total cost is requested to print approximately 40,000 of the Bloomingdale Park District's three issues of In Season and perform mailing functions. Bidders should review the enclosed sample publication. The publication is mailed to approximately 12,000 Bloomingdale Park District households and businesses with the remainder/overflow delivered to the Johnston Recreation Center, 172 S. Circle Ave., Bloomingdale.

Format

The Park District anticipates producing three issues in a 52-page format (48-page body, 4-page cover). A total price to print and perform the mailing for each of the three magazines is required. It is possible that a different number of issues will be ordered for each season.

Quantity

Quantity ordered is anticipated to be 40,000 but will be confirmed with each issue. Anticipated production is 13,000 for Autumn; 13,000 for Winter/Spring and 14,000 for Summer.

Materials supplied

The Park District will supply an electronic file and/or post to an FTP site. The brochure will be produced on either InDesign CS2 or CS5 (currently in the process of upgrading). If additional services are required, the Park District will contact the printing company in advance to determine additional charges.

Schedule

A schedule for the brochure is listed below. Prompt delivery is critical due to the time-sensitive nature of program content and enrollment.

Autumn 2010

Monday, July 12 – Materials delivered to printer

Monday, Aug. 2 – Brochure delivered to Bloomingdale post office and Bloomingdale Park District

Winter/Spring 2010-11

Monday, Nov. 8 – Materials delivered to printer

Monday, Nov. 22 – Brochures delivered to Bloomingdale post office and Bloomingdale Park District

Summer 2011

Friday, March 18, 2011 – Materials delivered to printer

Friday, April 1, 2011 – Brochures delivered to Bloomingdale post office and Bloomingdale Park District

Brochure Request for Proposal

(please fill out and return with samples)

52 page seasonal brochure – 8 ½ x 11 finish (includes cover)

Binding stapled

Cover: 4 color 80# glossy test

Body: 50# offset

Cover & Insert Inks: Four color

Body ink: Two colors

Stochastic screening

Layout and typeset in-house, BPD provides disk or upload to FTP site

Proof: 1 pdf proof and 1 color key and dylux proof

Quote Total: _____

Delivery Time Frame: _____

Additional costs (please specify): _____
