

REQUEST FOR PROPOSAL



10/26/2016

ALL PROPOSALS TO BE RETURNED BY NOVEMBER 24, 2016

From: GSDBA (Greater San Diego Business Association)
Annual Consumer Guide/Business Directory

Contact: Eric Carroll, Marketing Dept., Greater San Diego Business Assn (GSDBA)
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Description:

PRODUCT TYPE:	Digest Booklet
PAGE COUNT :	112 + 4 or 128 + 4
FINISHED PAGE SIZE:	5.25" x 8.25"
IMAGE SIZE:	4.75" x 7.75"
PAPER: Cover INK:	100# Matte Cover / AQ Coating on cover only; 1 side Process 4/4, Inside cover approx. 70% coverage 4 sides bleed Flood Aqueous Coating to outside cover
PAPER: Interior INK:	50# Matte Book (Bright) Process 4/4: No AQ Approx. 20-40% coverage 4 sides no bleed
ARTWORK:	Via PDF supplied to printer's specifications
BINDING:	Perfect Bound (8.375 edge)
SPECIAL FINISHING:	Scoring on spine
PACKAGING:	Carton in 30-32. <u>No shrink wrap inside boxes.</u> On pallets.
SHIPPING:	Skids, our warehouse. Price to include delivery to 91911 zip code.* Possibly 92101
COPIES:	5,000 and 7,500
PROOFS:	Hi Res Flat Proofs/Lo Res Imposition or Digital Proofs
FILES TO:	January 8 or 15 th (to be discussed)
DELIVERY BY:	January 18, 2016 (to be discussed re: partial shipment option)

PRINTING SPECIFICATIONS /SCOPE OF SERVICES

A. General Services Provided

Bids shall be based on providing a finished Directory which shall be substantially similar to the 2015 Directory with respect to general design & layout, size, format and page count. Bids shall include a per signature rate (with your signature size identified, e.g. 16 or 32) for any work required beyond 128 pages. The quantity required shall be 5,000 or 7,500.

B. Quality Control Responsibilities

The printer selected will be expected to work closely with the graphic artist. Bidders are encouraged to contact the GSDBA Office for any information they believe might be pertinent in preparing their bids.

PROOF:

Low res content & contract digital color proofs shall be forwarded to GSDBA upon completion, together with all materials previously submitted to Printer, e.g. artwork, computer disks, etc. Printer shall provide a prepaid overnight envelope with this transmittal so that GSDBA can return the corrected/approved proofs to Printer.

REPRINT:

Reprints of disapproved work shall be done at the sole expense of Printer. Final acceptance of completed project must be in written form and may be made only by an authorized GSDBA representative.

HALFTONES:

It is the responsibility of Printer to give the GSDBA halftone scanning direction. Prior to sending proofs, the Printer will point out any halftones that need replacing. If halftones need to be replaced at the proof stage due to poor quality, it will be the responsibility of the GSDBA. Client corrections/changes are chargeable to GSDBA.

C. Layout/Design

Timeline:

It is expected that all materials shall be provided to Printer on or about the first few weeks of 2016 to accommodate an anticipated delivery date by the middle of January.

D. Reports to GSDBA

Periodic reports are to be provided to the authorized GSDBA representative and shall address any quality and control issues, specifications, proofs, press checks, and any other issues or concerns Printer may feel have been omitted from the above specifications.

An extended contract will be required when bid is accepted.

Compensation Schedule 2016

Basic Product

1. Cost for complete printing services described in Scope of Services for an initial run of 5,000 to 10,000 "Directories" of approximately 128 pages each plus front and back covers. Include all incidental costs, e.g. shipping, delivery and transportation.

\$ _____

Increases in size of Basic Product

2(a). Cost for complete printing services for the addition of one (1) **signature of 16 pages** added to the Directory as described in #1 above.

\$ _____

2(b). Cost for complete printing services for the addition of one (1) **signature of 32 pages** added to the directory as described in #1 above.

\$ _____

2(c). Should the final product have fewer than 128 pages, the cost will be reduced based on the numbers in 2(a) or 2(b).

Overages

GSDBA will not be responsible to pay for any overages (Directories in excess of the 5,000 to 7,500). To preclude the possibility of overages, GSDBA will accept the possibility of receiving fewer than the full quantity of 5,000 or 7,500.

Payment Schedule

3. What is your payment schedule?

Date: _____

Company

By: _____
Signature

Title: _____