

SELECTION CRITERIA:

Proposals will be evaluated on the basis of the most competitive offer considering the quality and services offered and response to RFP requirements.

The major criteria used to evaluate proposals will include but are not limited to, the following:

- Ability to furnish the required services and to meet the requirements of the RFP.
- Experience with these services with other customers similar to Carl Sandburg College.
- References and their satisfaction.
- Additional services you provide not specified in the RFP and/or incentives you offer which provide a significant benefit to the Owner.
- Financial stability of the company.

RFP RESPONSE REQUIRED COMPONENTS:

- Submit three copies of the proposal with one copy on flash drive. The proposal shall consist of:
- Company History and Background
 - Company Name/Parent Company (if any);
 - Type of Business entity;
 - Main Address, phone, website, email;
 - Ownership;
 - Year Founded;
 - Years of company experience with printing a publication of this nature;
 - Subsidiaries/Other businesses and products
 - Organizational Structure
 - Names and Contact Information for all individuals responsible for services
- Reference Information
 - Names, titles, and phone numbers for at least three references that produce similar publications (At least three)
- Indicate any aspect that would be handled outside of your company (provide names of any third party involved)
- Design/Layout Proposal
 - Design/Layout Cost Sheet
 - 3-5 samples of work (at bidders' expense)
- Printer Proposal
 - Printer Cost Sheet
 - 3-5 samples of work (at bidders' expense)

PROPOSED TERMS:

- Carl Sandburg College is seeking a three-year contract with an option for year four and/or five. When offering acceptable alternative lengths, please define any other terms of the bid that would change if your preferred term is the above stated or longer.

- Design/Layout and Print may be bid separately. Bids can also be accepted from one bidder. Combined bids will be reviewed with combinations of separate bids to ensure the Owner obtains most competitive price.

I. Design/Layout Specifications with editing option

Scope of Project

Design responsibilities include all project scheduling/management, content outlining/pagination, design consultations, design headings, spread layouts, advertisements, graphs and charts. It will require correcting image formats, sizes, and enhancement of photos, and correcting layout and text as requested by Sandburg. All cover and page design will be based on Carl Sandburg College graphic standards. Designer may be required to add supplementary graphics or icons not supplied by Sandburg to enhance layouts.

Editing Option: In this design bid, an option is requested for copy editing the pre-press magazine proof. The timeframe will allow for proofreading that will include copy editing for typographical errors, spelling, punctuation and AP style. A proof should be provided to Sandburg with the recommended revisions. Other references in this bid to editing that precedes the final proof edits will pertain to Sandburg staff editing.

PROJECT PROCESS

Designer must meet with Sandburg (in-person, phone, or web are acceptable formats) to discuss design concepts, theme direction, and a detailed timeline for proofing, editing and reviews. The designer is responsible for submitting the final files to the print vendor and for any adjustments needed for the printer. A web version (mobile and tablet friendly) is to be sent to the Director of Marketing and Public Relations for the Sandburg web site after printer proof is approved.

PROOF PROCESS

Proofing process includes a minimum of three proof stages for approval and editing. Changes include adjustments in layout, text and images as requested by Sandburg. The final proof must be a quality color print allowing a 2-day turn-around. After final proof is approved the designer will send all necessary files to the printer. Project questions may be addressed via phone or email to the Public Relations Specialist.

FILE EXCHANGE:

Email and pdf file exchanges are acceptable only with initial proofs and or small file exchanges. Designer unable to pick up or deliver proofs or other necessary materials must arrange overnight

delivery service (i.e. Express Mail, Federal Express, etc.). All magazine files and materials remain the property of Carl Sandburg College.

DEADLINES:

Please layout a sample production timeline for submission of files, proofing, corrections productions, est. mailing and est. arrival, etc. Please use February 15th as deadline for Final Approval of magazine to be sent to printers and week of March 11 for in home delivery as a sample to define target deadlines for each step. Delivery after specified dates will constitute breach of contract and may result in no payment. Designer must contact Public Relations Specialist for any issues regarding deadlines. Any bidder not able to meet deadlines should refrain from submitting a bid.

A. Design Specifications

1. Publication Size: 10.5" x 10.5"
Include option for 9 "x 10.75"
2. Page Number: 20 designed pages self-cover
Include options for 24- and 28-pages self-cover
3. Binding: Folded and saddle stich
4. Paper: 70lb. #3 gloss
5. Ink: 4-color process with bleeds
6. Software Application: Adobe InDesign CS5 or higher required
Editing option may be completed in Acrobat PDFs

II. Printer Specifications

Printer vendor:

Print bid will be reviewed and can possibly be awarded separate from design bid. Printer must have experience in magazine publishing. Please provide names, titles, and phone numbers for at least three references that produce similar publications. Also include 3-5 samples of similar publications your firm has produced (at bidders' expense). Indicate any aspect of publishing and distribution that would be handled outside your company (provide names of any third party involved).

The magazine will be created InDesign CS5 or higher. Designer will deliver files via email or overnight delivery as requested by print vendor. Carl Sandburg College's marketing and public relations department will supply necessary information.

Publication is to be collated, folded and saddle-stitched in traditional magazine format.

Approximately 38,719 magazines to be prepared for desired selected carrier routes CCRs for saturation distribution (bagged and sorted) per U.S. Postal requirements to all residential and business addresses in the distribution area. Additional Address are provided by Carl Sandburg College Foundation. List integration and deduping required. The printer must use their non-for-profit permit to mail magazine.

Copies not delivered to post office are to have postal indicia removed or masked and are to be delivered to: Carl Sandburg College, 2400 Tom L. Wilson Blvd, Galesburg, IL 61401.

Preferred Services: Enrollment mapping services to assist Carl Sandburg College with selecting carrier routes for saturation distribution. Printer to supply printed quality press proof for approval before printing. proofs are to be sent overnight delivery at the Vendor's expense.

A. Printer Specifications

1. Quantity: 40,000 copies
(38,719 Saturation Mail +1,281 office copies)
2. Publication Size: 10.5" x 10.5"
Include option for 9 "x 10.75"
3. Page Number: 20 pages self-cover
Include options for 24 and 28 pages self-cover
4. Binding: Saddle Stitch
5. Paper: 70lb. #3 gloss
Include option for 60# Cedar Opaque White Smooth Cover or similar
6. Ink: 4-color process with bleeds

7. Mailing: Mailing preparation services required
8. File: PDF format
9. Proof: Printer to supply proof
10. Schedule: In-home delivery w/o March 11, 2019