

Request for Proposals for Monthly Newsletters and Annual Calendar City of Montgomery, Ohio

The City of Montgomery, Ohio, is seeking proposals to assist with the design, editing, printing, and mailing of a monthly publication and yearly calendar publication.

Project details are below. Project timeline is a one-year contract for November 1, 2023- October 31, 2024.

The newsletters are sent monthly. The City of Montgomery would provide content. Our working timeline allows the newsletter to be in the hands of all recipients by the first of each month. This timeline also allows for agenda items from the Council meetings to be included in the publication (typically finalize the second Friday of the month.) All proposals must include a timeline to allow for layout, editing, finalization, print, mailing, and delivery to meet this expectation. The annual calendar would be published once a year, with the project starting in August and concluding in November to be delivered with the December newsletter.

When submitting a proposal, please include three (3) business references and provide printed copies of newsletter samples for those businesses. Also, please provide a sample printed copy of an annual calendar.

Only proposals submitted on this form will be considered. Include the name and contact information of the person who would serve as the contact for this project, if selected.

Direct any questions, and send proposals by 5:00 p.m. on Friday, June 16: Amy Frederick, Communications and Engagement Coordinator, City of Montgomery Phone: 513-792-8358.

Email: afrederick@montgomeryohio.gov **Address:** 10101 Montgomery Rd, Montgomery, OH 45242

NEWSLETTER

ITEM	DETAILS	ESTIMATE
Newsletter project preparation	<ul style="list-style-type: none"> • Edits to design (please include how many rounds of client changes/edits are included in the price, if limited). • Samples of current Montgomery newsletters are available on the City website at www.montgomeryohio.gov or paper copies available at City Hall. 	
Newsletter	<ul style="list-style-type: none"> • The original design for layout, features, and titles will be provided. • Annual recommendations on re-design and unique features to refresh the look and effectiveness of the newsletter and build on brand consistency with the City and City website. • 16 pages. 	
Newsletter	<ul style="list-style-type: none"> • Newsletter proofs. • Alterations/edits (please note if there is a limited amount, otherwise "unlimited" will be assumed). • Purchase and maintain rights to use artwork or stock photos to enhance publication. • Final digital artwork for web posting (PDF). 	
Newsletter Printing	<ul style="list-style-type: none"> • Print 5,000. • Stock 80# matte. Provide 70# cost. Is aqueous coat included? • Stapled. • Trimmed. • Delivery and coordination with mail house 	

Newsletter Mailing	<ul style="list-style-type: none"> • Mail 5,000. • Mail processing (sorting, labeling, bundling). • Bulk Postage (permit account). • Delivery to post office. • Overage delivery to Montgomery City Hall. • Management of mail house timetable to meet with monthly schedule for timely delivery to all recipients. 	
Discounts	<ul style="list-style-type: none"> • Please note discounts (E-rate, packages, commitment discount, etc). • Please consider this the opportunity for discussion on discounts. 	

**Please include expiration date if estimates expire*

***Project details outlined in this RFP are subject to change*

Monthly Project Timeline*

Estimated In-Home dates:	2-6 days from delivery to Post Office
Delivery to Post Office/Montgomery City Hall:	7 days from final approval
Final approval from the City of Montgomery:	1 business day (second Friday of the month)
Final proof provided to the City of Montgomery:	1 business day
Edits from City of Montgomery to Vendor:	2 business days following the 1st proof
1st Proof to The City of Montgomery:	3 business days following the 9th or 10th
Art/Editorial Submission to vendor:	by the 5th or 6th of each month.

Sample Month:

January 6th	Art/editorial submission from The City of Montgomery
January 10th	1st Proof to the City of Montgomery
January 12th	Edits received from The City of Montgomery
January 14th	2nd Proof to the City of Montgomery
January 17th	Final approval from The City of Montgomery
January 17th	Art sent to print and final digital PDF sent to City of Montgomery
January 27th	Delivery to the Post Office and additional copies delivered to The City of Montgomery
January 28th -31st	Delivery in Homes

CALENDAR

ITEM	DETAILS	ESTIMATE
Calendar project preparation	<ul style="list-style-type: none"> • Edits to design (please include how many rounds of client changes/edits are included in the price, if limited). • Sample of current Montgomery Calendar paper copies available at City Hall. 	
Calendar Design	<ul style="list-style-type: none"> • 1 time yearly original design for layout, features, and titles (annual recommendations on re-design and special features to refresh the look and effectiveness of the Calendar and build in brand consistency with the City, newsletter, and City website). Branding design partner will provide the first template to coordinate with re-design. • 32-page full color, semi-glossy calendar (seven 12" X18" sheets folded and stapled) calendar with 80# cover stock for cover and 80# text inside pages. 	

	<ul style="list-style-type: none"> • Calendar layout. • Calendar proofs. • 1 single side 8.5" by 11" cover letter in two colors. • 1 double side 8.5 by 11" full-color semi-glossy insert. • Alterations/edits (please note if there is a limited amount, otherwise "unlimited" will be assumed). • Purchase and maintain rights to use artwork or stock photos to enhance publication. • Press ready artwork for printing. 	
Calendar Printing	<ul style="list-style-type: none"> • Print 5,500. • 80# cover stock for cover and 80# text inside pages (seven 12" x 18" sheets folded and stapled). • Envelopes to enclose all of the above plus the December newsletter to maximize cost savings and efficiencies. • Stapled. • Trimmed. • Delivery and coordination with mail house. 	
Calendar Mailing	<ul style="list-style-type: none"> • Mail 5,000. • Mail processing (sorting, labeling, bundling). • Mail with December newsletter to maximize cost savings and efficiencies. • Bulk Postage (permit account). • Delivery to post office to coincide with the delivery of December newsletter to recipients no later than December 1. • Overage delivery to Montgomery City Hall. • Management of mail house timetable to meet with the monthly schedule for timely delivery to all recipients. • Must provide cost for mail house prep plus postage cost. 	
Discounts	<ul style="list-style-type: none"> • Please note discounts (E-rate, packages, commitment discount, etc.). • Please consider this the opportunity for discussion on discounts. 	

Please contact with any questions:
Amy Frederick
Communications and Engagement Coordinator
City of Montgomery
10101 Montgomery Road
Montgomery, OH 45242
(513) 792-8358
afrederick@montgomeryohio.gov