



## REQUEST FOR PROPOSAL

### Annual Contract for Professional Services Production and Printing of the City of Bryant Newsletter and for Other Purposes

DATE OF RELEASE: December 3, 2015  
DATE OF CLOSING: 10:00 AM, December 15, 2015  
OPENING TIME: 10:00 AM, December 15, 2015  
SUBMISSION: City of Bryant, Arkansas  
ATTN: Ben Wilson  
210 SW Third Street  
Bryant, AR 72022

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#### **STATEMENT OF PURPOSE:**

The City of Bryant, Arkansas is hereby posting this request for proposal for professional services to produce and print a full color monthly newsletter to be included in the City's monthly water and wastewater utility bills. The City of Bryant will accept proposals from qualified publication production firms that specialize in providing newsletter production and printing with the contract beginning in [insert month and year]. The qualifying firm must be able to provide all services including, but not limited to: newsletter layout, graphic arts & design, printing and publishing of 8000 copies, and advertising sales as required. All costs are to be covered by advertising sales.

All firms must meet all minimum proposal specifications, requirements, terms and conditions listed within this proposal. Any firm or proposal which is found not in compliance with the RFP specifications and requirements will be disqualified for the proposal.

Proposal shall be sealed and delivered to the office of Ben Wilson, Stormwater Manager, located at 210 SW Third Street, Bryant, Arkansas 72022 no later than 10:00 AM on December 15, 2015. All proposals must comply with Arkansas State Law. All proposal information must be typed or printed in black ink. Proposals must be clearly marked "Sealed Proposal", along with the proposal name and date of opening listed on the outside of the proposal package.

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**I. TERMS AND CONDITIONS**

- A. The City will provide content to the Contractor no later than the 7th day of each month or a minimum of 3 business days prior to delivery of the printed newsletter to Customer Service.
- B. The Contractor will provide layout & design, graphics, advertising sales, and printing.
- C. The Contractor may reserve advertising space within the bottom 20% (2.2”) of the front page. The advertising sales shall be sufficient to cover all cost of production and printing. Advertising revenues shall be retained by the Contractor.
- D. The printed newsletter will be delivered to the City no later than the 10<sup>th</sup> day of each month. Should the 10<sup>th</sup> fall on a weekend the newsletter will be delivered on the Friday before. Schedules for delivery of information to printer may vary. **(See Exhibit A - 2016 Editorial Calendar for Newsletter Printing and Delivery)**
- E. The City will provide folding, insertion of newsletter in billing envelopes and postage.
- F. Proposal prices must include a minimum of 8000 copies of one 8 ½” X 11” sheet, printed front and back on 20 lb. paper. The number of copies may increase up to 9000. Publication will be monthly at no cost to the City.
- G. Occasionally, special notices may require more than one page, printed front and back, without advertisements. Submit a schedule of prices similar to the table in Section VI.

**II. SCORING CRITERIA**

- A. Selection will be based on the following scale.

1. Qualifications	25%
2. Examples of Work	25%
3. Additional Costs for Other Print Jobs	25%
4. Overall Proposal	25%

**III. CONTRACT TERM**

- A. The proposed contract term is defined as one (1) year, with one (1) year annual renewal permissible subject to annual budget approval.
- B. The client and/or contractor may cancel the contract at any time with a minimum of a thirty (30) day notice to either party.

**IV. SUBMISSION**

- A. Proposals shall be sealed with one (1) master copy and six (6) additional copies, and delivered to:  
**City of Bryant**  
**ATTN: Ben Wilson**  
**210 SW Third Street**  
**Bryant, Arkansas 72022**

- B. All proposals must be received no later than the posted deadline of [insert date] at [insert time] (CST). Proposals submitted after the posted date and time will not be accepted.

Proposal packages must be sealed and clearly marked

**Sealed Proposal**

**Annual Contract for Professional Services**

**Production and Printing**

**City of Bryant Newsletter and for Other Purposes**

[insert date and time]

**V. PROPOSAL RESPONSE CONTENT**

Each proposal must use the following format, providing a response to each line item, and include attachments within their proposals.

- A. Statement of qualifications and experience.
- B. Number of years engaged in business.
- C. Full description of company and experience as it relates to advertising sales, graphic arts and design, print layout, and production of printed materials.
- D. Samples of work done for other businesses or cities.
- E. History of successful and stable company operation for a period of at least one (1) year.
- F. List of past and present contracts similar to this RFP within the State of Arkansas.
- G. Names and qualifications of personnel to be assigned to manage this proposed agreement.
- H. Insurance and Licences to do business in the State of Arkansas.

**VI. PRICE QUOTE FOR SPECIAL PRINTINGS**

- A. Proposed all-inclusive price to City for layout, design and printing

Description		One Color	Full Color
One Sheet, one side	Up to 500 Copies	\$ _____	\$ _____
One Sheet, one side	501 to 1000 Copies	\$ _____	\$ _____
One Sheet, one side	Over 1000 Copies	\$ _____	\$ _____
One Sheet, front and back	Up to 500 Copies	\$ _____	\$ _____
One Sheet, front and back	501 to 1000 Copies	\$ _____	\$ _____
One Sheet, front and back	Over 1000 Copies	\$ _____	\$ _____
Two Sheets, front and back	Up to 500 Copies	\$ _____	\$ _____
Two Sheets, front and back	501 to 1000 Copies	\$ _____	\$ _____
Two Sheets, front and back	Over 1000 Copies	\$ _____	\$ _____
Three Sheets, front and back	Up to 500 Copies	\$ _____	\$ _____
Three Sheets, front and back	501 to 1000 Copies	\$ _____	\$ _____
Three Sheets, front and back	Over 1000 Copies	\$ _____	\$ _____

**VII. SERVICES**

Please provide confirmation and a response to each item listed below.

- A. Proposed Editorial Calendar for 12 months, including production schedules and deadlines.
- B. Provide a conceptual design for issues.
- C. Provide sample copies of proposed newsletter layout.
- D. Submit a schedule of prices similar to the table in Section VI for special print jobs.

**VIII. BUSINESS INFORMATION**

Please provide a response to the following.

- A. General business information, past experience in newsletter production and printing services
- B. Production and printing plan for the monthly newsletter.

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Please insure that each item is included within your proposal. Failure to provide a complete package of submittals may result in disqualification from the proposal process.

Other additional printing options will be considered but must be presented as additional options and not as the primary proposal.

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Business Name

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Authorized Business Representative (Print)

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Authorized Business Representative (Signature)

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\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Date

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Sworn to and subscribed before me on this \_\_\_\_ day of \_\_\_\_\_ 2015.

\_\_\_\_\_ My Commission Expires On: \_\_\_\_/\_\_\_\_/\_\_\_\_\_

Notary Public

[Seal]

## EXHIBIT A

### 2016 Editorial Calendar for Newsletter Printing and Delivery

Generally, Customer Service must have the printed newsletter no later than the 10th of each month. However, when the 10th falls on a weekend or holiday the dates for delivery of the printed newsletter may vary by month.

The schedule below indicates the deadline dates for each month in 2016

- **Ben Wilson** - the last date to submit information or articles to Ben for the newsletter.
- **Printer** - the last date for Ben to submit information or articles to the Printer for production and printing.
- **Customer Service** - The absolute delivery date required for Customer Service to insert the newsletter in the monthly utility billing envelopes

DEADLINES			
Month	Ben Wilson	Printer	Customer Service
January	5	6	8
February	6	8	10
March	7	8	10
April	6	7	8
May	5	6	10
June	7	8	10
July	6	7	8
August	5	8	10
September	6	7	9
October	5	6	10
November	7	8	10
December	6	7	9