

City of Dublin Recreation Services Request for Proposals

Seasonal brochure layout and design

Recreation Services produces and distributes a seasonal program and activities brochure – *Healthy*. It is published 3 times per year, in March, August and December, so the busy production months are February, July and November. *Healthy* is a combined publication of Recreation Services, the City of Dublin, Washington Township and Dublin City Schools. It is currently printed by CNS Printing, and distributed through the local CNS This Week newspaper. Additional copies are available here at the rec center. Print run is approx. 23,000.

We are looking for a company or individual to provide design and layout services for the brochure. You can view an electronic version of the current issue here:

<https://dublinohiousa.gov/recreation-services/healthy/>

Background

In general, we will provide text files and graphics/photos for the 3 sections of the brochure. Since Recreation Services has the majority of pages, we generally send the City and School pages first, and they are usually designed, proofed and approved on a different schedule than Recreation. Our current brochure is done in In Design, and we have a years' worth of original files. If interested, we can send you a link to a Dropbox folder that contains one seasons worth of files you can download to work with. In addition, there is a sample of the text files generated by our software, as well as additional specs and a sample production timeline.

Due to press limitations, the brochure must be done in gangs of 8 pages, with some spot color, plus a separate file for the 4-page full color cover. **Page count, depending on the season, runs from 72 pages to the upper limit of 104.**

In the past we have been invoiced based on the job, not per page, but you should submit your bid however you feel most comfortable.

Additional technical specification per our printer:

High Quality Print exporting is fine. We do need the bleeds to be included and any crop/printers marks removed. Single page PDFs are preferred over spreads. Getting the final PDF for the cover prior to the rest of the brochure is preferred.

Email/We Transfer or Dropbox is fine. Traditionally we've received not only final PDFs but all of the design files as well in a single large zip file. We typically only require the PDFs but let's keep all of the files together as we return completed files to Dublin if we have to make any adjustments. One zip for cover and one for the internal files would be ideal.

If you are interested and able to work with us, please respond with a brief bio and background/experience information, samples of similar work you've done, references, any questions you may have and your best estimate of your fees. We understand the challenges of bidding on a project without having fully completed one, so encourage you to explore the files and email with questions.

The scope of work/deliverables will include:

- Design and layout services per the templates provided
- Assistance in proofing, prepping photos
- Storage of original files, photos, graphics
- Liaison with the printer to upload/deliver files and pdf's
- Ability to adhere to the provided production timeline

Proposals must be submitted electronically to Kirk Fisher, Recreation Services Administrator, kfisher@dublin.oh.us no later than noon on Monday, December 17, 2018. Production of the Spring/Summer edition begins in January, but the bulk of the work is the first 3 weeks of February. Questions can be submitted in writing to Kirk Fisher at the above email address.