

**RFP**  
**Town of Wethersfield, CT**  
**2011 Town Guide and Calendar**

The Town of Wethersfield in partnership with the Wethersfield Chamber of Commerce is soliciting proposals for the design, publishing and printing of the 2010 Town Guide and Calendar.

- The Guide shall consist of written articles, charts, advertisements and photographs.
- A calendar format will be used and 12 pages will be used for the calendar.
- The contractor shall provide all necessary assistance to the Town in copy layout and artwork.
- The Town will supply all photographs and copy material.
- It is estimated that ½ of the guide will be used for copy and the other ½ available for ad space.
- 14,000 published copies
- 4 color
- Provide pricing for Glossy 60# and Matte 40#
- 8.5" x 11" calendar size
- 64 pages
- 2 wire saddle stitched
- Drill Hole at top center for wall hanging
- Distribution to all of the estimated 11,000 residential households in Town
- Distribution to all of the estimated 900 businesses in Town
- The remainder will be delivered to the Town and Chamber for later distribution.
- 1 set of final proofs for approval shall be submitted by November 19, 2010.
- Distribution of Town Guide to be accomplished within 3 weeks of proof approval but not later than December 15, 2010.
- As a means to offset the costs for the Guide the selected vendor will be authorized to solicit the Wethersfield business community for advertising space. The suggested ad rates are:
  - Preferred position Full page single premium color ad \$1,000
  - Full page color ad \$750
  - Half page \$400
  - Quarter page \$200
  - Business Card \$100
- The Town and the Chamber of Commerce will assist with the solicitation of ad space, however, it is expected that the selected vendor will sell at least 50% of the proposed cost to produce the Guide. It is expected that the ad rates generated by this project will be more than sufficient to cover the costs of the printing, design and distribution of the Guide.
- A discounted ad rate of 25% will be offered to Chamber of Commerce and Shop Local members.
- Chamber of Commerce members will be given preferred position ad placement.
- The Town will provide a set of mailing labels for all businesses in Town to the selected vendor for use with the solicitation of ad space.
- The Town will also provide mailing address information for all households and businesses in Town.

- The Town will provide a delimited text file of the business data to be included in the business directory portion of the guide.
- All information collected and used for this Guide may not be used for any other purpose other than for use in this Guide.
- All responses to this RFP should identify any alternative specifications to this RFP.
- The Chamber of Commerce will solicit it's membership and encourage participation in the Business Directory and ad placement.
- Alternatives to this RFP that would reduce the cost for the production of this Guide will be considered but should be submitted as an addendum to your proposal.
- Complete the Attached Sheet to itemize your proposed costs

### **Evaluation Criteria**

The following criteria will be used for the selection of the preferred vendor:

1. Experience
2. References
3. Sample of Similar Work
4. Understanding of and Approach To Project – Describe the step by step approach anticipated for the completion of this project and the anticipated timeline associated with each step. Particular emphasis should be paid to the proposed distribution method for the Guide.
5. Staffing Levels
6. Ability To perform Work Within Proposed Schedule
7. Proposed Costs.

Your proposal should address all of these criteria.

**Proposals are due by not later than Wednesday September 15, 2010 at 12 noon and must be delivered to:**

Peter Gillespie  
Director of Planning and Economic Development  
Town Of Wethersfield  
Town Hall  
505 Silas Deane Highway  
Wethersfield, Ct 06109

Contact Peter Gillespie at 860 721-2838 or [peter.gillespie@wethersfieldct.com](mailto:peter.gillespie@wethersfieldct.com) if you have any questions regarding this RFP.

**RFP**  
**Town of Wethersfield, CT**  
**2011 Town Guide and Calendar**  
**Cost Proposal**

**Firm's Name** \_\_\_\_\_

**Printing** \_\_\_\_\_

**Drill Holes** \_\_\_\_\_

**Design and Layout** \_\_\_\_\_

**Residential Distribution** \_\_\_\_\_

**Business Distribution** \_\_\_\_\_

**Other** \_\_\_\_\_

\_\_\_\_\_

**TOTAL** \_\_\_\_\_