

**REQUEST FOR PROPOSAL FOR  
LAYOUT, PRINTING AND MAILING OF CITY NEWSLETTER and  
THE SPRING AND FALL PARK & RECREATION GUIDES**

The City of Chesterfield, Missouri, is accepting bids for professional services associated with the layout, printing, and mailing of our quarterly resident newsletter, *The Citizen* and the twice-annual *Park & Recreation Guide*. This is for a three-year contract agreement. Entities may bid on any or all components of this RFP.

**BACKGROUND**

*The Citizen* newsletter is published quarterly and is mailed to the public the first week of March, June, September and December. The *Park & Recreation Guide* is included with the March and September issues of the newsletter, but is also printed as a separate document.

City Staff will collect and prepare articles for the content of both publications and send them via e-mail to designer. The layout, design and assistance in proofreading and style is then the responsibility of the firm. Typically, three versions of the final layout in PDF format are required for review by the City and Parks administrative staff prior to preparing the blue-line or film version.

A total of 22,400 copies are printed of the newsletter, with approximately 22,200 of those being mailed. 200 copies of the newsletter and guides are delivered to City Hall for internal distribution and are not taken to the presorter/mailer. 1,000 extra copies of the Spring Parks Guide are printed and delivered to City Hall separately for internal distribution and are not mailed, per the specifications below.

The spring issue of the Park & Recreation Guide is significantly larger than the fall, per the specs below (16 pages vs. 4 pages).

The Newsletter and Parks Guides shall be printed on #60 (minimum) recycled-content paper. Previous samples of the newsletters and guides can be found at [www.chesterfield.mo.us](http://www.chesterfield.mo.us) under Chesterfield Citizen or Parks Guide. Print copies can be provided upon request.

**Bidder Information**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
City, State, ZIP

\_\_\_\_\_  
e-mail address

**CITIZEN NEWSLETTER - SCOPE OF SERVICES**

Number to be printed quarterly: 22,400

Pages: 8, 8.5 x 11

Two color (black & green)

Layout & Design Services \$\_\_\_\_\_ per issue

Printing Services \$\_\_\_\_\_ per issue

Notes or clarifications: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PARKS & RECREATION GUIDE-SCOPE OF SERVICES**

Spring Brochure

Number to be printed: 23,200 (800 extra required for distribution)

Pages: 16, 8.5 x 11

Full Color Front and Back Cover, #100 Gloss

Inside Pages: #60 Huskey (or equivalent)

Layout & Design Services \$ \_\_\_\_\_

Printing Services: Full Color Brochure \$ \_\_\_\_\_

Full Color Cover/Two-Color Inside \$ \_\_\_\_\_

Fall Brochure

Number to be printed: 22,400

Pages: Four

Paper: #60 Huskey (or equivalent)

Layout & Design Services \$ \_\_\_\_\_

Printing Services: Full Color Brochure \$ \_\_\_\_\_

Two-Color Brochure \$ \_\_\_\_\_

Notes or clarifications: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**COMMUNITY PARTNER ORGANIZATION INSERTS**

On occasion, community partner organizations such as Chesterfield Arts or Stages St. Louis will have a one page insert stapled within the fold of the publication. Please price:

One 8.5 x 11 sheet, two sided, 60# colored paper, Black Ink, Off-fold & insert at Centerfold of publication. Layout provided by organization.

Amount: 22,400

Printing Cost: \$ \_\_\_\_\_

Notes or clarifications: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PRESORT AND MAILING**

The City currently has a separate permit for mailing the publication at the Chesterfield Post Office. However, we would be open to this being mailed on the service provider's permit if cost effective.

An excel listing of licensed businesses in Chesterfield will be provided to mailer quarterly in a specified format. All other Chesterfield resident addresses are to be supplied by the mailer.

Name and Contact Info of Presorter/Mailer if different than Primary Bidder:

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
e-mail address

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, ZIP

Processing of data files, presort, inkjet addresses, sort and mail: \$ \_\_\_\_\_  
For approximately 22,050 pieces

Would the City's existing mailing permit be utilized? \_\_\_\_\_ Yes \_\_\_\_\_ No

If not, what would anticipated mailing costs be? \_\_\_\_\_

Notes or clarifications: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Reference Requirements**

On a separate sheet, please list three references of other municipalities or business entities with contact information.

Include three samples of municipal or corporate newsletters or other similar materials.

**Contact:** For any questions, contact Libbey Malberg, Assistant City Administrator for Community Services & Economic Development at 636-537-6721 or [lmalberg@chesterfield.mo.us](mailto:lmalberg@chesterfield.mo.us)

**Date Issued:** May 29, 2009

**Submittal Deadline:** Proposals will be received until June 19, 2009, on or before 2 p.m. Proposals will be open and read publicly in Conference Room 101 at Chesterfield City Hall at that time. It is not necessary to personally deliver proposals.

### **Submit to:**

Libbey Malberg  
Assistant City Administrator for Community Services & Economic Development  
City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, MO 63017