



REQUEST FOR PROPOSALS

Production, Distribution, and Promotion of Midpeninsula Regional Open Space District Anniversary Edition Coffee Table Book

Overview and Timeline

The Midpeninsula Regional Open Space District is seeking proposals from qualified, full-service publishers to produce, distribute, and promote a coffee table book featuring the wonder of nature of the District's open space preserves as captured by the compelling photographs, artwork, and poetry displayed in the book.

The District is developing the manuscript and artwork for this book, in celebration of its 40th anniversary, and is seeking a publishing firm to supply printing, promotional, and possibly other services, such as graphic design, editing, and typesetting, to publish the book by August 2012. The manuscript and artwork will be cleanly completed and compiled and will be ready for graphic design, editing, and typesetting by February 2012, or by a date negotiated by the publisher and authorized by the District. The District's objective is to have the book printed and available for distribution no later than August 2012.

About the Midpeninsula Regional Open Space District (Located in Northern California)

The Open Space District is a public agency created in 1972 that has preserved over 58,000 acres of diverse open space land and manages 26 open space preserves. The District's mission is "to acquire and preserve a regional greenbelt of open space lands in perpetuity; protect and restore the natural environment; and provide for ecologically sensitive public enjoyment and education." District lands provide permanently protected wildlife habitat, natural resources, watershed, and a variety of ecosystems. The District's boundary extends from San Carlos to Los Gatos and to the Pacific Ocean from south of Pacifica to the Santa Cruz County line. The District's funding is provided by a small share of the annual total property tax revenues collected within the District boundaries, except on the San Mateo County Coastside.

Technical Specifications for Printing of the Coffee Book

Quantity: 2,000 soft-bound copies (quantity negotiable depending on formula for project and the print run to be economically viable and to be considered a successful project)

Paper stock:	Preferred: high-quality, post-consumer, process chlorine-free paper, or high-quality, 75% or higher recycled content paper. Cover: 120# minimum; Text: 100# (or provide recommendation). Cover and fold-out back flap: coated finish on one side only; gloss stock. (Paper stock negotiable.)
Resolution:	150 line screen minimum, 300 dpi minimum for photos and graphics.
Ink:	4-color process with spot AQ on photos. Soy-based ink, or other ecologically friendly ink. (Ink negotiable.)
Book dimensions:	Approximately 12" x 9.25".
Book length:	Approximately 200 pages.
Photographs:	Approximately 100 artwork images (including, photographs, hand sketches/line drawings, watercolor, acrylic, oil painting, etc. varying in size and format. Artwork to be featured predominantly on one side of a double-sided page. See "Proposal Contents" below for additional information regarding how photos and artwork will be supplied.
Pre-press:	Text files supplied on CD Rom or zip disk. The text will be secondary to the photography, artwork, and poetry featured in the book. The text will serve to describe the photography and artwork and strengthen the images and artwork depicted in the book. Poetry will also be included in the book.
Proofs:	Full color proofs; assembled proof; provided preferably on recommended paper stock or similar. Proofs to be delivered to the District, or its agent.
Graphics:	Other possible graphics include an area/district boundary map, which will be supplied by the District.
Bindery:	Codex-sewn through folds binding or Perfect binding.
Files and films:	All electronic files and films are property of the District. All electronic files and films will be duplicated and returned to the District. Any storage of the District's files and films will be for no more than 3 years.

The book front and back cover photos and/or artwork will be supplied by the District, but some additional layout/design may be necessary.

Proposal Contents

Proposals *must* include the following elements:

- Please quote cost for:
 - Designing, typesetting, layout, and proofs, including two sets of revisions if the firm handles full production. This would include costs for scanning of photos and artwork (for example 60 photos and 40 slides ~ for estimate only), placement, scanning or reworking graphics to fit format, etc. Please quote hourly cost for pre-press.
 - The cost for photo scans to the standard required (if slides or negatives are provided to the publisher rather than camera-ready artwork).
 - Availability and cost of proofreader and editor, and, alternatively, please state willingness to work with the District's editor.

- As an alternative, please state willingness to work with an outside graphic design firm for the design, typesetting, and layout of the book; does your firm outsource this task anyway? Also state how this would affect the overall quote cost.
- Pre-press, proofs, printing, bindery, and delivery of the books if the artwork is supplied to the firm camera-ready with color proofs. Also include in the quote formatting book layout for bindery accommodations and working with the District on format requirements for printing.
- The cost for promotion of the book.
- Please quote cost and time estimate of production of 2,000 books with full color covers; all photographs and graphics are color. Please confirm if the book will be printed in the United States or overseas (where). What type of press will be used (12-color, other)? Quality color for the best price is a priority.
- Please quote cost if high-quality, post-consumer, process chlorine-free paper is used. Also quote cost if high-quality, 75% or higher recycled content paper is used. Also quote cost of an alternative, recommended paper.
- Briefly describe marketing and promotion plan, and costs to sell approximately 1,500 books to a primarily Bay Area (northern California), outdoor-enthusiast audience. The marketing and promotion plan should include the firm's design of the promotional materials. In addition, please describe the firm's marketing and promotion plan taking into consideration the District will be responsible for promoting/selling approximately 500 books.
- Samples of different books published by the firm. Please provide up to three samples. For each sample provided, please specify what combination of services your firm provided (for example design, production, printing and/or promotion). Please provide samples of promotion, if applicable.
- Firm's general background and qualifications, including a short description of the firm's specific experience in providing book production, distribution, and promotion projects. Does the firm have specialty experience, for example a focus on natural history, gardening, or recreational pursuits?
- References from three clients for whom the firm has performed specific pertinent book production, distribution, and promotion projects.

Evaluation Criteria

Award will be made on the basis of the total cost to the District, estimated production time, experience of the firm in producing, distributing, and promoting a book similar in nature, overall quality of the sample products provided, references of the firm, and completeness and timeliness of the firm's proposal.

Proposal Deadline

All proposals must be received in the District office by 5:00 p.m., Friday, February 26, 2010. Postmarks and/or facsimiles will not be accepted. Sealed proposals marked "Book Production" should be mailed to:

Kristi Britt, Public Affairs Specialist
Midpeninsula Regional Open Space District
330 Distel Circle, Los Altos, CA 94022-1404

Any proposals that do not include all of the required elements or that are received after the deadline will not be considered, and will be returned to the proposer.

Please direct any questions concerning this RFP to Kristi Britt, Public Affairs Specialist, at (650) 691-1200 or kbritt@openspace.org.