



September 8, 2009

SUBJECT: REQUEST FOR PROPOSALS (RFP) No. RFP 010-006JB

SECTION I

INVITATION

The City of Corona Parks and Community Services Department (City) invites proposals from qualified consultants for:

Publication of Quarterly Recreation Program

Please read this entire RFP package, and include all requested information and forms in your proposal. Proposals must be signed by an authorized agent of the company submitting a proposal in order to be considered responsive.

Tentative RFP Schedule (Subject to change at City's discretion)

- | | |
|---|---------------------------------|
| 1. Issue RFP | September 8, 2009 |
| 2. Written Questions from Consultants due | September 17, 2009 @ 10:00 a.m. |
| 3. Responses from City Due | September 24, 2009 |
| 4. Proposals Due (date & time) | September 28, 2009 @ 10:00 a.m. |
| 5. RFP Evaluation Completed | September 30, 2009 |
| 6. Contract Negotiations Completed | October 2, 2009 |
| 7. Consultant Selection | October 6, 2009 |

Table of Contents

Section I	Invitation, Tentative Schedule, Table of Contents
Section II	RFP Instructions
Section III	Evaluation Criteria
Section IV	Scope of Work
Section V	Proposal Content and Forms
Section VI	Price Form

SECTION II.

RFP INSTRUCTIONS

A. Pre-Proposal Meeting

Not Applicable

B. Examination of Proposal Documents

1. By submitting a proposal, consultants represent that they have thoroughly examined and become familiar with the work required under this RFP and that they are capable of performing quality work to achieve the City's objectives.
2. The City reserves the right to remove from its mailing list for future RFPs, for an undetermined period of time, the name of any consultant for failure to accept a contract, failure to respond to three (3) consecutive RFPs and/or unsatisfactory performance. Please note that submitting a "No Offer" letter is considered a response.

C. Addenda

Substantive City changes to the requirements will be made by written addendum to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into the terms and conditions of any resulting Agreement. The City shall not be bound to any modifications to or deviations from the requirements set forth in this RFP as the result of oral instruction.

D. Clarifications

1. Examination of Documents

Should a consultant require clarifications to this RFP, the consultant shall notify the City in writing in accordance with Section D.2 below. Should it be found that the point in question is not clearly and fully set forth in the RFP, the City may issue a written addendum clarifying the matter.

2. Submitting Requests

- a. All consultant questions, clarifications or comments shall be submitted in writing and must be received by the City no later than September 17, 2009 @ 10:00 a.m., and be addressed as follows:

City of Corona Finance Department
Attn: JoAnn Baeza, Purchasing Division
400 S. Vicentia Ave., Ste. 320
Corona, CA 92882

OR

Sent via E-mail to: joann.baeza@ci.corona.ca.us

OR

Sent via Fax to: (951) 736-2445 Attn: JoAnn Baeza

- b. All correspondence shall be clearly marked on the outside in the case of written questions, or in the Subject heading in the case of e-mails, or on the cover sheet in the case of facsimiles, with "RFP No. 010-0006JB Questions".
- c. The exterior envelope of all requests for clarifications, questions and comments sent by means other than e-mail or facsimile machine must be clearly labeled, "Not an Offer." The City is not responsible for failure to respond to a request that has not been labeled as such.
- d. Inquiries received after September 17, 2009 at 10:00 a.m. will not be accepted.

3. City Responses

Responses from the City will be communicated in writing by Addendum, and will be postmarked no later than September 24, 2009.

E. Submission of Proposals

1. Date and Time

All proposals are to be submitted to City of Corona, Attention: JoAnn Baeza, Purchasing Division, no later than September 28, 2009 at 10:00 a.m. Proposals received after that date and time will be rejected by the City as non-responsive and returned unopened.

2. Address

Proposals shall be addressed as follows:

**City of Corona Finance Department
Attn: JoAnn Baeza
400 S. Vicentia Ave., Ste. 300,
Corona, CA 92882.**

Proposals may be delivered in person to the Purchasing Division, at the address above.

Proposals shall not be sent via e-mail or fax.

3. Identification of Proposals

Consultant shall submit a proposal package consisting of:

- a) one (1) **signed original and [three (3)] copies** of its proposal, and
- b) a completed and signed Price Form in a **separate sealed envelope**, marked "Price Form".

The proposal package shall be addressed as shown above, bearing the consultant's name and address and clearly marked as follows:

**“RFP No. 010-006JB:
Publication of Quarterly Recreation Program”**

4. Acceptance of Proposals

- a. The City reserves the right to accept or reject any and all proposals, or any item or part thereof, or to waive any informalities or irregularities in proposals.
- b. The City reserves the right to withdraw this RFP at any time without prior notice and the City makes no representations that any contract will be awarded to any consultant responding to this RFP.
- c. The City reserves the right to postpone proposal opening for its own convenience.

F. Pre-Contractual Expenses

Pre-contractual expenses are defined as expenses incurred by the consultant in:

- 1. preparing its proposal in response to this RFP;
- 2. submitting the proposal to City;
- 3. negotiating with City any matter related to the proposal; or
- 4. any other expenses incurred by the consultant prior to date of award, if any, of the Agreement.

The City shall not, in any event, be liable for any pre-contractual expenses incurred by consultant in the preparation of its proposal. Consultant shall not include any such expenses as part of its proposal.

G. Contract Award

Issuance of this RFP and receipt of proposals does not commit the City to award an Agreement. The City reserves the right to postpone proposal opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with other than the selected consultant(s) should negotiations with the selected consultant(s) be terminated, to negotiate with more than one consultant simultaneously, or to cancel all or part of this RFP.

H. Acceptance of Order

The successful consultant(s) will be required to accept a Purchase Order and execute a written Agreement (see Section VII, Form of Agreement) in accordance with and including as a part thereof the published notice of Request for Proposals and this Request for Proposals, including all requirements, conditions and specifications contained herein, with no exceptions other than those specifically listed in the written purchase order and/or Agreement.

I. City of Corona Business License

The successful consultant(s) and any sub-consultants are required to obtain a City of Corona Business License prior to award of Contract, and to maintain the license for the entire term of the Agreement. The Business License is not a prerequisite for submission of a proposal.

J. Prevailing Wage

Refer to Section VII, Form of Agreement, Section 3.3.5 for Prevailing Wage requirements.

K. Public Records

Responses (proposals) to this Request for Proposal (RFP) and the documents constituting any contract entered into thereafter become the exclusive property of the City of Corona and shall be subject to the California Public Records Act (Government Code Section 6250 et seq.). The City of Corona's use and disclosure of its records are governed by this Act.

Those elements in each proposal which proposer considers to be trade secrets, as that term is defined in Civil Code Section 3426.1(d), or otherwise exempt by law from disclosure, should be prominently marked as "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY" by proposer. The City of Corona will use its best efforts to inform proposer of any request for disclosure of any such document. The City of Corona, shall not in any way, be liable or responsible for the disclosure of any such records including, without limitation; those so marked if disclosure is deemed to be required by law or by an order of the Court.

In the event of litigation concerning disclosure of information the proposer considers exempt from disclosure, the City of Corona will act as a stakeholder only, holding the information until otherwise ordered by a court or other legal process. If the City of Corona is required to defend an action arising out of a Public Records Act request for any of the contents of a proposer's proposal marked "Confidential", "Proprietary", or "Trade Secret", proposer shall defend and indemnify the City of Corona from all liability, damages, costs, and expense, including attorneys' fees, in any action or proceeding arising under the Public Records Act.

To insure confidentiality, proposers are instructed to enclose all "Confidential," "Proprietary," or "Trade Secret" data in separate sealed envelopes, which are then included with the proposal documents. Because the proposal documents are available for review by any person after award of a contract resulting from an RFP, the City of Corona shall not in any way be held responsible for disclosure of any "Confidential," "Proprietary," or "Trade Secret" documents that are not contained in envelopes and prominently marked.

SECTION III.

EVALUATION AND AWARD

The City is soliciting firms and/or individuals who have established knowledge and expertise in all aspects of the services requested in this RFP. Minimum requirements are as follows:

1. Have a minimum of three (3) similar projects within the last three (3) years providing the same or similar services requested in this RFP.
2. Have sufficient staff and/or sub-consultants available with experience in the disciplines required for this service.
3. Provide reference(s) of agencies you have contracted with, providing the same or similar services.
4. Have no outstanding or pending complaints as determined through the Better Business Bureau, State of California Department of Consumer Affairs.
5. Have the administrative and fiscal capability to provide and manage the proposed services.

A. EVALUATION CRITERIA

1. Qualifications of Firm - 20%

Strength and stability of the firm; strength, stability, experience and technical competence of sub-consultants; logic of project organization; adequacy of labor commitment.

2. Qualifications of Personnel - 20%

Qualifications, education and experience of project staff; key personnel's level of involvement in performing related work.

3. Related Experience - 25%

Experience in providing services similar to those requested herein; experience working with public agencies; assessment by client references.

4. Completeness of Response - 5%

Completeness of response in accordance with RFP instructions; exceptions to or deviations from the RFP requirements; inclusion of required licenses and certifications.

5. Reasonableness of Cost and Price - 30%

Reasonableness of the individual firm-fixed prices and/or hourly rates, and competitiveness of quoted firm-fixed prices with other proposals received; adequacy of the data in support of figures quoted; basis on which prices are quoted.

B. EVALUATION PROCEDURE

All proposals received as specified will be evaluated by City staff in accordance with the above criteria. During the evaluation period, the City may do any or all of the following: generate a “short list” and conduct interviews with the top candidates; conduct on-site visits and/or tours of the candidates’ places of business; conduct negotiations with the most qualified candidate(s). Consultants should be aware, however, that award may be made without consultant visits, interviews, or further discussions or negotiations.

C. AWARD

Depending on the dollar amounts of the proposals received, City staff will either select consultant(s) best meeting the above-specified criteria or submit a recommendation to City Council for consideration and selection, the proposal(s) evaluated by staff to be the most qualified.

If the City elects to proceed, final selection of consultants for interview and notification for interviews is expected to occur on or about October 1, 2009. The City anticipates making final selections and awards on or about October 6, 2009.

In addition, negotiations may or may not be conducted with consultants; therefore, the proposal submitted should contain your most favorable terms and conditions, since the selection and award may be made without discussion with any consultant.

The Contract may be extended by the City for up to four (4) consecutive one (1) year option renewal period under the terms and conditions of the original contract, upon execution of an Amendment to the Contract by both parties. Should the City elect to exercise the option to extend this agreement for an additional one (1) year period, the Parties shall negotiate pricing for such period prior to commencement of the additional one year period. Negotiated price increases during the additional one (1) year period shall not exceed the percentage change in the United States Bureau of Labor Statistics Consumer Price Index “All Urban Consumers for Los Angeles, Riverside and Orange County, CA” (CPI) for the most recent twelve months for which statistics are available. This method of price negotiation shall apply to each extension period exercised. Rates and reimbursements shall be negotiated prior to such Option Year Renewals.

SECTION IV.

SCOPE OF WORK

Publication Description

Intent: The City of Corona is inviting qualified publishing firms with experience in printing and mail house sorting and distribution, to submit a proposal for the quarterly brochure, which outlines recreational opportunities within the City. The publication will only include printing and distribution services. The brochure is described as follows:

1. Tabloid approximately 8 3/8" x 10 3/8" or comparable size
2. Minimum of twenty-four (24) and a maximum of twenty-eight (28) total inside pages with a four (4) page full color cover with optional extended inside pages. Maximum number of pages may be increased upon approval from the Director of Parks and Community Services Department.
3. 62,000 copies to be printed each quarter, approximately 60,000 to be delivered to two (2) City determined locations for direct mailing, and remainder delivered to the City's Parks and Community Services Office. Copies will be required to be delivered in bundles of 50 and turns of 25. Distribution breakdown is subject to change.
4. Brochure shall be printed four times a year, dates to be agreed upon.
5. Brochures are trimmed and pasted, or stitched, and laid out proof pages in a style approved by the City.
6. Return address and non-profit permit label to appear on back page of brochure (otherwise referred to as back cover).

Scope of Work

The Publisher shall provide the following services:

1. Trim, paste or stitch, lay out proof pages and print 62,000 brochures quarterly in a style and size to be approved by the City.
2. Deliver approximately 60,000 brochures to two (2) City determined locations for direct mailing and approximately 2,000 brochures to the Parks and Community Services Office. All copies will be delivered in bundles of 50 and turns of twenty-five (25). Distribution breakdown is subject to change.
3. Agree to statement of indemnifications.

4. Incur any costs that result from errors in the typesetting or layout of the original copy.
5. Incur costs related to cover photo such as color separation, set-up, cropping, etc. Design, photo or slide will be provided by the Parks and Community Services Department.
6. Provide Recreation Services Manager or designee a final brochure copy for approval before printing.
7. Cover to be printed with 70 lb. gloss 4-color photographic front cover or comparable. (Please see cost breakdown sheet).
8. Be maintained as an independent contractor, not to be construed as creating a joint venture between the parties. To pay all costs for actual production related expense which include but are not limited to the following:
 - A. Printing
 - B. Bindery
 - C. Color separation of photographs
 - D. Black and white printing of photographs and clip art
 - E. Mileage by contractor
 - F. Postage sent by contractor
 - G. Express mail requirements from contractor
 - H. Photocopies
 - I. Bundling and Mail House/Post Office delivery (3 locations)
 - J. Any other related office expenses incurred in the operation
9. Publisher to provide the City with at least two proofs. The first proof would include layout of the brochure for corrections. The second proof if corrections are needed from the first layout would include the complete layout of the brochure. Publisher to provide final proof copy of all or individual pages of corrections made from the first proof. City shall receive one copy of the final proof for their records.
10. City will provide publisher with digital copy via email or on disk. Publisher to work with designer on final layout and color.

**PUBLISHER SHALL PROVIDE AT LEAST 2 SIMILAR PUBLICATIONS WITH
THEIR RESPONSE IN ORDER TO BE DEEMED RESPONSIVE**

SECTION V.

PROPOSAL CONTENT AND FORMS

A. PROPOSAL FORMAT AND CONTENT

1. Presentation

Proposals shall be typed, double spaced, single-sided and submitted on 8-1/2" x 11" size paper, and bound with one staple. **Any other means of binding is highly discouraged.** Proposals should not include any plastic or oversized covers or binders, nor any unnecessarily elaborate or promotional material. Information should be presented in the order in which it is requested. Lengthy narrative is discouraged, and presentations should be brief and concise. Proposals should not exceed twenty five (25) pages in length, excluding any appendices.

2. Letter of Transmittal

A Letter of Transmittal shall be included with the proposal, addressed to JoAnn Baeza, and must, at a minimum, contain the following:

- a. identification of consultant, including name, address and telephone number;
- b. proposed working relationship between consultant and subcontractors, if applicable;
- c. acknowledgment of receipt of all RFP addenda, if any;
- d. name, title, address and telephone number of consultant's contact person during period of proposal evaluation;
- e. a statement to the effect that the proposal shall remain valid for a period of not less than 90 days from the date of submittal; and
- f. signature of a person authorized to bind consultant to the terms of the proposal.

3. Technical Proposal

a. Qualifications, Related Experience and References

This section of the proposal should establish the ability of consultant to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature; demonstrated competence in the

services to be provided; educational qualifications; strength and stability of the firm; staffing capability; work load; record of meeting schedules on similar projects; and supportive client references.

Consultant shall:

- (1) provide a brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size and location of offices; number of employees;
- (2) provide a general description of the firm's financial condition; identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede consultant's ability to complete the project;
- (3) describe the firm's experience in performing work of a similar nature to that solicited in this RFP, and highlight the participation in such work by the key personnel proposed for assignment to this project;
- (4) identify sub-consultants by company name, address, contact person, telephone number and project function and describe consultant's experience working with each sub-consultant; and
- (5) provide, at a minimum, three references from the projects cited as related experience; reference shall furnish the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. Consultant may also supply references from other work not cited in this section as related experience.

b. Proposed Staffing and Project Organization

This section of the proposal should establish the qualifications of the proposed project staff.

Consultant shall:

- (1) provide education, experience and applicable professional credentials of proposed project staff;
- (2) furnish brief resumes (not more than two [2] pages each) for the proposed Project Manager and other key personnel;
- (3) indicate adequacy of labor resources, utilizing a table projecting the labor-hour allocation to the project by individual task;

- (4) identify key personnel proposed to perform the work in the specified tasks and include major areas of sub-consultant work;
- (5) include a project organization chart which clearly delineates communication/reporting relationships among the project staff; and
- (6) include a statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that no person designated as “key” to the project shall be removed or replaced without the prior written concurrence of the City.

c. Work Plan

Consultant shall provide a narrative which addresses the Scope of Work and shows consultant’s understanding of the City’s needs and requirements.

Consultant shall:

- (1) describe the approach to completing the tasks specified in the Scope of Work;
- (2) outline sequentially the activities that would be undertaken in completing the tasks and specify who would perform them; and
- (3) furnish a schedule for completing the tasks in terms of elapsed weeks from the commencement date.

Consultant may also propose enhancement or procedural or technical innovations to the Scope of Work which do not materially deviate from the objectives or required content of the project.

d. Exceptions/Deviations

State any exceptions to or deviations from the requirements of this RFP and the terms and conditions of the Form of Agreement, segregating “technical” exceptions from “contractual” exceptions. Where consultant wishes to propose alternative approaches to meeting the City’s technical or contractual requirements, these should be thoroughly explained. The City reserves the right to accept or reject any or all exceptions / deviations at its sole discretion. Consultant shall be bound to accept all RFP requirements and terms and conditions of the Form of Agreement not excepted in the proposal.

e. **Fee Proposal**

Consultant shall complete and sign the Price Form in Section C. below in its entirety. **(Fee Proposal must be submitted in a sealed envelope separate from proposal documents and marked “Price Form”).**

4. **Appendices**

Information considered by consultant to be pertinent to this project and which has not been specifically solicited in any of the aforementioned sections may be placed in a separate appendix section. Consultants are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous materials; **appendices should be relevant and brief.**

B. **LICENSING AND CERTIFICATION REQUIREMENTS**

By submitting a proposal, consultant warrants that any and all licenses and/or certifications required by law, statute, code or ordinance* in performing under the scope and specifications of this RFP are currently held by consultant, and are valid and in full force and effect. Copies or legitimate proof of such licensure and/or certification shall be included in consultant's proposal. **Proposals lacking copies and/or proof of said licenses and/or certifications may be deemed non-responsive and may be rejected.**

*The successful consultant(s) and its sub-consultants are each required to obtain a City of Corona Business License prior to award of Agreement. The Business License is not required for submission of a proposal.

C. **COST AND PRICE FORMS**

Consultant shall complete the Price Form in its entirety including: 1) all individual tasks listed and total price; 2) basis on which prices are quoted; and 3) consultant's identification information including a binding signature.

Consultant shall state cash discounts offered. Unless discount payment terms are offered, payment terms shall be “Net 45 Days”. If discount terms are offered, non-discounted payment terms shall remain “Net 45 Days”. Payment due dates, including discount period, will be computed from date of City acceptance of the required services or of a correct and complete invoice, whichever is later, to the date City's check is mailed. Any discounts taken will be taken on full amount of invoice, unless other charges are itemized and discount thereon is disallowed.

D. **NON-COLLUSION AFFIDAVIT**

Consultant shall complete and sign the Non-Collusion affidavit on the following page and submit with proposal.

PARTY SUBMITTING PROPOSAL: _____

NON-COLLUSION AFFIDAVIT

This affidavit shall be fully executed by Bidder, notarized, and submitted with Bid

The undersigned, being first duly sworn, deposes and says that he or she holds the position listed below, the party making the foregoing proposal, that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or a sham; that the proposal has not directly or indirectly induced or solicited any other interested party to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, plotted, or agreed with any interested party or anyone else to put in a sham proposal, or that anyone shall refrain from submitting a proposal; that the party submitting the proposal has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or the price from any other interested party, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other interested party, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the party submitting the proposal has not, directly or indirectly, submitted his or her proposal price, or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

Signature

Typed or Printed Name

Title

Party Submitting Proposal

State of California } CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT
County of Riverside } ss.

On _____(date), before me, _____
(here insert name and title of the officer), personally appeared _____ who
proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to
the within instrument and acknowledged to me that he/she/they executed the same in his/her/their
authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the
entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.

[Seal]

Signature _____

SECTION VI.

PRICE FORM

(To be submitted in a sealed envelope separate from proposal documents and marked
“Price Form”)

REQUEST FOR PROPOSALS: RFP No. 010-006JB

DESCRIPTION OF WORK: RFP 010-006JB

CONSULTANT’S NAME/ADDRESS: _____

NAME/TELEPHONE NO. OF
AUTHORIZED REPRESENTATIVE _____

IMPORTANT NOTICE –

PROPOSALS DOCUMENTS TO BE RETURNED

The following forms must be completed and submitted with the RFP on or before the Submittal Deadline.

- a. Cost Breakdown sheets
- b. A sample of each paper option as specified in Options 1 thru 3 below.
- c. **At least 2 samples of a similar publication**

Failure to complete, sign (where required), and return the above proposal documents with your proposal may render it non-responsive.

Cost Breakdown Sheet

Option 1 Printing Costs:

This cost breakdown sheet must accompany the request for proposal to be accepted. All costs are to be based on inside pages of 24 or 28 pages, 50 lb. uncoated offset with 2/2 ink (black plus one (1) spot color) with four (4) pages full color photographic front cover to include four (4) color process and one (1) spot color to match the inside, printed on 70 lb. glossy or paper stock comparable and 62,000 printed copies.

A. Services that would be provided:

1. Printing
2. Bindery
3. Color separation of photographs
4. Bundling and Mail House/Post Office Delivery
5. Mileage by contractor
6. Photo copies and proof sheets
7. Other related expenses

B. Cost of 24 page brochure with services listed above: _____ 62,000 printed copies

C. Cost of 28 page brochure with services listed above: _____ 62,000 printed copies

D. Additional cost for every 4 pages added: _____

E. Additional cost of black and white printing of photographs: _____

F. Cost of additional brochures (cost per 100): _____

G. Turn around time (in number of working days).

1. From design copy delivered by City to first layout copy: _____
2. From corrected layout proof to completed layout copy: _____
3. From final approval by City to delivery to mail Service and City: _____

H. Additional cost of reprinting cover pages or inside pages _____

I. Exact Transportation Charges, if any _____

Option 2 Printing Costs:

This cost breakdown sheet must accompany the request for proposal to be accepted. Cost shall be based on inside pages of 24 or 28 pages printed on 32 lb 75 Brite ElectroBrite paper, 2/2 ink (black plus 1 spot color) with four (4) pages full color photographic front cover to include four (4) color process and one (1) spot color to match the inside, printed on 70 lb. glossy or paper stock comparable and 62,000 printed copies.

A. Services that would be provided:

1. Printing
2. Bindery
3. Color separation of photographs
4. Bundling and Mail House/Post Office Delivery
5. Mileage by contractor
6. Photo copies and proof sheets
7. Other related expenses

B. Cost of 24 page brochure with services listed above: _____ 62,000 printed copies

C. Cost of 28 page brochure with services listed above: _____ 62,000 printed copies

D. Additional cost for every 4 pages added: _____

E. Additional cost of black and white printing of photographs: _____

F. Cost of additional brochures (cost per 100): _____

G. Turn around time (in number of working days).

1. From design copy delivered by City to first layout copy: _____

2. From corrected layout proof to completed layout copy: _____

3. From final approval by City to delivery to mail
Service and City: _____

H. Additional cost of reprinting cover pages or indie pages _____

I. Exact Transportation Charges, if any _____

Option 3 Printing Cost :

This cost breakdown sheet must accompany the request for proposal to be accepted. Cost shall be based on inside pages of 24 or 28 pages printed on 30 lb newsprint, with four (4) pages full color photographic cover printed on 70 lb glossy book paper or paper stock comparable and 62,000 printed copies.

A. Services that would be provided:

1. Printing
2. Bindery
3. Color separation of photographs
4. Bundling and Mail House/Post Office Delivery
5. Mileage by contractor
6. Photo copies and proof sheets
7. Other related expenses

B. Cost of 24 page brochure with services listed above: _____ 62,000 printed copies

C. Cost of 28 page brochure with services listed above: _____ 62,000 printed copies

D. Additional cost for every 4 pages added: _____

E. Additional cost of black and white printing of photographs: _____

F. Cost of additional brochures (cost per 100): _____

G. Turn around time (in number of working days).

1. From design copy delivered by City to first layout copy: _____
2. From corrected layout proof to completed layout copy: _____
3. From final approval by City to delivery to mail Service and City: _____

H. Additional cost of reprinting cover pages or inside pages _____

I. Exact Transportation Charges, if any _____

Are there any other additional or incidental costs which will be required by your firm in order to meet the requirements of the Technical Specifications? Yes / No (circle one). If you answered "Yes", please provide detail of said additional costs: _____

Please indicate any elements of the Technical Specifications which cannot be met by your firm.

Have you included in your proposal all requested informational items and forms? Yes / No
(circle one). If you answered "No", please explain: _____

This offer shall remain firm for 90 days from RFP close date.

Terms and conditions as set forth in this RFP apply to this proposal.

Cash discount allowable _____% _____ days. Unless otherwise stated, payment terms are: Net
forty-five (45) days.

In signing this proposal, Consultant warrants that all certifications and documents requested
herein are attached and properly completed and signed.

From time to time, the City may issue one or more addenda to this RFP. Below, please indicate
all Addenda to this RFP received by your firm, and the date said Addenda was/were received.

Verification of Addenda Received

Addenda No: _____	Received on: _____
Addenda No: _____	Received on: _____
Addenda No: _____	Received on: _____

AUTHORIZED SIGNATURE: _____

PRINT SIGNER'S NAME AND TITLE: _____

DATE SIGNED: _____

COMPANY NAME & ADDRESS: _____

PHONE: _____

FAX: _____

IF NOT SUBMITTING A PROPOSAL, PLEASE STATE REASON(S) BELOW:
