



## REQUEST FOR PROPOSAL GRAPHIC DESIGN / CREATIVE SERVICES

DATE: March 6, 2019

PROJECT: GRAPHIC DESIGN / CREATIVE SERVICES FOR ADVERTISING

OVERVIEW: Destination Salem is seeking proposals for graphic design and creative services as they relate to the creation of printed advertising and promotional materials that will showcase Salem as a destination for tourists and visitors.

We are seeking ad templates that can be updated in-house and a brand toolkit that provides guidelines for all promotions. All creative needs to work in conjunction with salem.org and hauntedhappenings.org. Assets including fonts and colors need to be shared with Destination Salem so consistent headers for emails and social media channels can be created in house.

The "Salem / Still Making History" logo must be incorporated in all campaigns.

### ABOUT DESTINATION SALEM

As the official destination marketing organization for the City of Salem, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping and fun.

The organization is a nonprofit, public-private partnership funded by both the City of Salem and the businesses that invest in advertising in the annual Salem Guide & Map and the annual Guide to Haunted Happenings.

### SCOPE

Please provide a separate price quote for each project.

I. Creation of an ad template that may include 3-5 individual ads that will work in print and digital formats to promote **Salem** to different audiences. Ads will need to be resized per specs for various publications.

**Schedule:** April 2019

II. Creation of an ad template that may include 1 – 2 ads that will work in print and digital formats to promote **Salem Haunted Happenings**.

**Schedule:** April 2019

III. Creation of the annual 74-page (4" x 9") Guide to Salem Haunted Happenings, including press preparation and multiple rounds of edits and review. The prior year's template is available, but a fresh approach is expected. The creative approach to Salem Haunted Happenings should connect somehow to the year-round marketing.

**Schedule:** Design Overview / storyboarding – April  
Cover concepts – May  
Layout and proofing – May  
To Print – June  
Delivery – early July

IV. Creation of the annual 60-page (5" x 9") Salem Guide & Map, including press preparation and multiple rounds of edits and review. The prior year's template is available but a fresh approach that is consistent with the ad campaign is expected. Creativity in collaboration with Destination Salem is encouraged. From the Guide we also create an 11x17 poster, postcards, stickers, a "tourism day" invitation, and VIP and Staff Passes from the cover art, and a free-standing map with the index.

**Schedule:** Design Overview / storyboarding – October  
Cover concepts – November  
Layout and proofing – December  
To Print – January  
Delivery – early February

## PROPOSALS SHOULD INCLUDE

- Approach to projects
- Prices per project
- Hourly rate for any changes or adjustments made out of scope
- Resume or CV outlining graphic design experience
- A portfolio or samples from past clients
- Prior work in tourism is preferred but not required
- References

## PROPOSAL REVIEW

Proposals will be reviewed by members of the Destination Salem marketing committee on April 3 and a recommendation will be made to the Destination Salem board of directors for final selection.

**DEADLINE:** Proposals are due by 12:00 PM on Friday, March 29

**SUBMISSION:** Please submit proposals to:

Kate Fox, Executive Director, Destination Salem  
[kfox@salem.org](mailto:kfox@salem.org) | fax 978.741.7539  
PO Box 630, Salem, MA 01970

**QUESTIONS:** Please contact Kate Fox at [kfox@salem.org](mailto:kfox@salem.org) or 978.741.3252 with questions or to request a packet of prior advertisements and publications.