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# Request for Proposal

*Professional Services of*  
**Printing**

*For:*  
**City of Waukesha, Wisconsin**  
Department of Parks, Recreation & Forestry

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**DEADLINE FOR SUBMISSION: Friday, February 18, 2022**

Emailed (with designated subject line) or sealed proposals will be received by the City of Waukesha Parks, Recreation and Forestry Department (WPRF) until Friday, February 18, 2022 at 4:00 p.m. at the Parks, Recreation and Forestry Office, 1900 Aviation Drive, Waukesha, Wisconsin or email: [mbauer@waukesha-wi.gov](mailto:mbauer@waukesha-wi.gov) for furnishing the following:

**Publishing the 2022 Three (3) Activity Guides in Booklet Form  
(Summer, Fall and Winter/Spring 2023)**

All work must be bid as specified. Specifications of bid are attached to this cover letter. You may choose to bid on any or all of the alternative bid requests (if provided).

Guides must be bundled to specific number on mail routes and delivered to the United States Post Office, 300 East Broadway, Waukesha, Wisconsin 53186 on indicated dates. The City of Waukesha Parks, Recreation and Forestry Department will provide information on routes.

Bid will be awarded on total Lump Sum Bid and approved by the Waukesha Parks, Recreation & Forestry Board.

The City of Waukesha Parks, Recreation and Forestry Board hereby reserves the right to accept the bid most advantageous to the City or to reject any or all bids.

The successful bidder will be required to enter a contract with the City for a one (1) year period. The City will have the option to renew the contract for an additional second year.

WAUKESHA PARKS, RECREATION AND FORESTRY BOARD

John Schmitz, Jennifer Wallner, Eric Huemmer, Ald. S. Johnson,  
Ald. J. Wells, Amy Riebel, and Joan Vehlow

**SPECIFICATIONS FOR PUBLISHING THE  
WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT  
2022 ACTIVITY GUIDES THREE (3)  
IN BOOKLET FORM**

- DESCRIPTION:** Three (3) Activity Guides in Booklet Form &  
Three (3) Brochures inserted into each guide (description below).
- PRE-PRESS:**
- Body** – Will be provided by uploading or e-mailing file in a compatible format (Illustrator, Photoshop, In-Design, PDF, etc.) for output.
- Cover (Front & Back)** – Will be provided by uploading or e-mailing file in a compatible format (Illustrator, Photoshop, In-Design, PDF, etc.) for output.
- Brochures** - Will be provided by uploading or e-mailing file in a compatible format (Illustrator, Photoshop, In-Design, PDF, etc.) for output.
- Line Screens**  
Cover – 150 Minimum  
Text – 120 Minimum
- QUANTITY (BASE BID):** 32,000 (no overruns accepted) Summer  
29,000 (no overruns accepted) Fall  
29,000 (no overruns accepted) Winter  
39,000 (no overruns accepted) Summer Events  
39,000 (no overruns accepted) Waukesha Unlocks Brochure  
39,000 (no overruns accepted) JanBoree
- FINISHED SIZE:** Guide: 8-3/8" x 10-3/4" with bleeds  
Brochures: 10-3/4" x 16-1/2" Tri-Folded to 5-1/2" x 10-3/4" & saddle stitched into Guides. All brochures inserted into printed guides with remainder loose. (Number of loose brochures: Summer 7,000, Fall & Winter/Spring 10,000)
- PAGES:**                   **BASE BID:** Fifty-six (56) pages, plus cover (Summer)  
Forty (48) pages, plus cover (Fall)  
Forty (48) pages, plus cover (Winter/Spring)  
Double sided sheet, brochure (all guides)
- PAPER:**                   **BASE BID:** Cover 100 lb gloss Enamel Text #2 sheet Forestry Stewardship Council (FSC) Certified Stock paper or similar.  
Body 60 lb offset bright white smooth sheet Forestry Stewardship Council (FSC) Certified Stock paper or similar.  
Brochures 80 lb gloss text #2 sheet Forestry Stewardship Council (FSC) certified Stock paper or similar.

- INK:** **BASE BID:** Cover & Body (4/4)  
Four (4) color
- PROOFS:** Cover (front & back pages) – Color Proof (Rainbow Print proof or similar)  
Body – Digital color proof  
Brochure – Digital color proof
- BINDERY:** Finished product to be collated and saddle stitched (2 Staples) on 10.75" side  
Brochure to be folded and inserted into:  
Special Events: Summer, Unlocks: Fall Guide, JanBoree: Winter/Spring
- BUNDLE & POSTAGE ROUTES:** Bundle to specific mail route members. Place labels of specific mail route number on boxes. Routes and permit provided by City of Waukesha Parks, Recreation and Forestry Department.  
  
*Note: Postage Route statistics for zip codes 53186, 53188, 53189 need to be provided to WPRF three (3) weeks prior to postage delivery.*
- MEETINGS:** All discussions regarding layout, pictures, timetable, color key, shading, etc. are to be held in the City of Waukesha Parks, Recreation and Forestry Department located at 1900 Aviation Drive, Waukesha, Wisconsin 53188.
- TURN AROUND TIME:** Each activity guide must be printed within **ten (10) business days**, which includes producing films and proof approval. Brochure must be printed within **seven (7) business days**.
- DELIVERY:** The activity guides must be delivered to the United States Post Office in Waukesha, 300 East Broadway, Waukesha, Wisconsin 53186 no later than the following dates:
- |                |                            |          |
|----------------|----------------------------|----------|
| Summer:        | Thursday, April 14, 2022   | (31,000) |
| Fall:          | Thursday, August 18, 2022  | (28,000) |
| Winter/Spring: | Thursday, December 8, 2022 | (28,000) |
- On the above delivery dates, at least **1,000 guides** must also be delivered to WPRF at 1900 Aviation Drive, Waukesha, WI 53188 with each printing. Balance of brochures are to be boxed and delivered to 1900 Aviation Drive.
- QUALITY:** WPRF reserves the right to terminate the services of the vendor at any time if the printing, cutting, binding or general quality of any activity guide is not acceptable, in its sole discretion.
- PAYMENT:** Vendors will be paid ten (10) working days from receipt of invoice pending return of all artwork, photos, and samples to the City of Waukesha Parks, Recreation and Forestry Department.

*The City of Waukesha Parks, Recreation and Forestry Board hereby reserves the right to accept the bid most advantageous to the City or to reject any/or all bids.*

**BID FORM FOR PUBLISHING THE  
CITY OF WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT  
2022 ACTIVITY GUIDES THREE (3)  
IN BOOKLET FORM  
DUE: February 18, 2022 at 4:00 PM**

COMPANY NAME: American Litho

ADDRESS: 530 N. 22nd Street

CITY: Milwaukee ZIP 53233

CONTACT: Randy Holtman TITLE: Sales

PHONE: 414-342-5050 FAX: 414-342-9950

<u>NUMBER OF PAGES</u>	<u>BASE BID SUBTOTALS</u>
56 pages, SUMMER (S) 2021	\$ <u>15,266.00</u>
Summer Event Brochure (39,000)	\$ <u>2,976.00</u>
48 pages, FALL (F) 2022	\$ <u>12,619.00</u>
Waukesha Unlocks (F) Brochure (39,000)	\$ <u>3,048.00</u>
48 pages, WINTER (W) 2023	\$ <u>12,856.00</u>
JanBoree Brochure (W) 2023 (39,000)	\$ <u>3,075.00</u>

LUMP SUM BASE BID FOR ALL  
THREE (3) ACTIVITY GUIDES IN  
BOOKLET FORM & BROCHURES: \$ 49,840.00

AUTHORIZED SIGNATURE:  DATE: 2/16/22

Bid must be submitted in a sealed envelope or emailed with a subject line "WPRF Activity Guide Bid 22" and received by the City of Waukesha Parks, Recreation and Forestry office, 1900 Aviation Drive, Waukesha, Wisconsin 53188 or emailed to [mbauer@waukesha-wi.gov](mailto:mbauer@waukesha-wi.gov) received no later than February 18, 2022 at 4:00 p.m.

Please enclose a minimum of three references with your bid information.

If you have questions, please feel free to contact Mona Bauer, Customer and Administrative Services Manager, at 262-524-3732 or email at [mbauer@waukesha-wi.gov](mailto:mbauer@waukesha-wi.gov)

*Bid Acceptance*

Bid accepted, contract formed, subject to consistent terms of any purchase/work orders to be executed by parties.

  
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Ron Grall, Director

3-15-22  
Date