



**PARKS, RECREATION & FORESTRY**

1900 AVIATION DRIVE  
WAUKESHA, WISCONSIN 53188-2471  
TELEPHONE 262/524-3737 FAX 262/524-3713

**Ron Grall, Director**

rgrall@waukesha-wi.gov

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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 14, 2020**

Sealed proposals will be received by the City of Waukesha Parks, Recreation and Forestry Department (WPRF) until Thursday, February 14, 2019 at 4:00 p.m. at the Parks, Recreation and Forestry Office, 1900 Aviation Drive, Waukesha, Wisconsin for furnishing the following:

#### **Publishing the 2020 Three (3) Activity Guides in Booklet Form (Summer, Fall and Winter 2021)**

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.

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.

**WAUKESHA PARKS, RECREATION AND FORESTRY BOARD**

Wayne Merchle, John Schmitz, Mike Volpano, Ald. S. Johnson,  
Ald. J. Wells, Amy Reibel, Joan Vehlow, and Mike Thurston



**SPECIFICATIONS FOR PUBLISHING THE  
WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT  
2020 ACTIVITY GUIDES THREE (3)  
IN BOOKLET FORM**

- DESCRIPTION:** Three (3) Activity Guides in Booklet Form &  
JanBoree Brochure inserted into Winter/Spring Guide
- 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.
- Brochure** - 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) JanBoree Brochure
- FINISHED SIZE:** Guide: 8-3/8" x 10-3/4" with bleeds  
Brochure: 10-3/4" x 16-1/2" Tri-Folded to 5-1/2" x 10-3/4" & saddle stitched into 29,000 Guides. 10,000 loose.
- PAGES:** **BASE BID:** Fifty-six (56) pages, plus cover (Summer)  
Forty (40) pages, plus cover (Fall)  
Forty (40) pages, plus cover (Winter/Spring)  
Double sided sheet, brochure (Winter/Spring)
- ALTERNATE BID#1:** **Base Bid** plus:  
**Additional 8 pages** (2 sheets/Activity Guide) (Total 16 pages) plus cover.
- ALTERNATE BID#2:** **Base Bid** plus:  
**Additional 4 pages** (1 Sheet/Activity Guide) (Total 12 pages) plus cover.
- ALTERNATE BID#3** **Cover** 100 lb gloss Enamel Text #2 sheet  
**Body** 60 lb offset bright white smooth sheet  
**Brochure** 80 lb gloss text
- ALTERNATE BID#4** **Brochure:** 24.375" x 10.75", Tri-folded to 8.25" x 10.75" & saddle stitched into 29,000 Guides. (10,000 loose)
- PAPER:** **BASE BID:** **Cover** 100 lb gloss Enamel Text #2 sheet Forestry Stewardship Council (FSC) Certified Stock paper.  
**Body** 60 lb offset bright white smooth sheet Forestry Stewardship Council (FSC) Certified Stock paper.  
**Brochure** 80 lb gloss text #2 sheet Forestry Stewardship Council (FSC) certified Stock paper.



**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 Winter/Spring Guide

**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 **five (5) business days**, which includes producing films from 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 9, 2020	(31,000)
Fall:	Thursday, August 13, 2020	(28,000)
Winter/Spring:	Thursday, December 3, 2020	(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 as well.

**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, to WPRF.

**PAYMENT:** Vendors will be paid ten (10) working days from date of 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  
2020 ACTIVITY GUIDES THREE (3)  
IN BOOKLET FORM  
DUE: February 14, 2020 at 4:00 PM**

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

**NUMBER OF PAGES**

**BASE BID SUBTOTALS**

56 pages, SUMMER 2020 \$ \_\_\_\_\_

40 pages, FALL 2020 \$ \_\_\_\_\_

40 pages, WINTER 2021 \$ \_\_\_\_\_

JanBoree Brochure 2021 (39,000) \$ \_\_\_\_\_

**LUMP SUM BASE BID FOR ALL  
THREE (3) ACTIVITY GUIDES IN  
BOOKLET FORM & BROCHURE:**

\$ \_\_\_\_\_

**NUMBER OF PAGES**

**ALTERNATE BID #1**  
(8 Additional Pages, Reg Paper)  
**SUBTOTALS**

**ALTERNATE BID #2**  
(4 Additional Pages, Reg Paper)  
**SUBTOTALS**

SUMMER 2020 64 pages, \$ \_\_\_\_\_ 60 pages \$ \_\_\_\_\_

FALL 2020 48 pages, \$ \_\_\_\_\_ 44 pages \$ \_\_\_\_\_

WINTER 2021 48 pages, \$ \_\_\_\_\_ 44 pages \$ \_\_\_\_\_

JANBOREE INSERT 39,000 \$ \_\_\_\_\_ 39,000 \$ \_\_\_\_\_

**LUMP SUM ALTERNATE BID #1 & #2 FOR  
ALL THREE (3) ACTIVITY GUIDES  
IN BOOKLET FORM & BROCHURE:**

\$ \_\_\_\_\_

\$ \_\_\_\_\_



**BID FORM FOR PUBLISHING THE  
CITY OF WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT  
2020 ACTIVITY GUIDES THREE (3)  
IN BOOKLET FORM**

<u>NUMBER OF PAGES</u>	<u>ALTERNATE BID #3</u> <small>(Base Bid, Reg Paper)</small>	<u>ALTERNATE BID #4</u> <small>(Brochure Bid Expanded Size)</small>
	<u>SUBTOTALS</u>	<u>SUBTOTALS</u>
SUMMER 2020	56 pages, \$ _____	56 pages \$ _____
FALL 2020	40 pages, \$ _____	40 pages \$ _____
WINTER 2021	40 pages, \$ _____	40 pages \$ _____
JANBOREE INSERT	39,000 \$ _____	39,000 \$ _____
<b>LUMP SUM ALTERNATE BID #3 &amp; #4 FOR ALL THREE (3) ACTIVITY GUIDES IN BOOKLET FORM &amp; BROCHURE:</b>		
	\$ _____	\$ _____

AUTHORIZED SIGNATURE: \_\_\_\_\_

**BID MUST BE SUBMITTED IN A SEALED ENVELOPE MARKED “SEASONAL ACTIVITY GUIDE BID” AND DELIVERED TO THE CITY OF WAUKESHA PARKS, RECREATION AND FORESTRY OFFICE, 1900 AVIATION DRIVE, WAUKESHA, WISCONSIN 53188 NO LATER THAN February 14, 2020 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)

*Emailed bid submissions will not be accepted.*



*Bid Acceptance*

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

\_\_\_\_\_  
Ron Grall, Director

\_\_\_\_\_  
Date

