



PARKS, RECREATION & FORESTRY

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

Ron Grall, Director

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Request for Proposal

Professional Services of

Printing

For:

City of Waukesha, Wisconsin

Department of Parks, Recreation & Forestry

DEADLINE FOR SUBMISSION: Thursday, February 14, 2019

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 2019 Three (3) Activity Guides in Booklet Form (Summer, Fall and Winter 2020)

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



**SPECIFICATIONS FOR PUBLISHING THE
WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT
2019 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/Activity Guide (Total 24 pages) plus cover.

ALTERNATE BID#2: **Cover** 100 lb gloss Enamel Text #2 sheet/recycled paper or Forestry Stewardship Council (FSC) Certified Stock paper.
Body 60 lb offset bright white smooth sheet/recycled paper or Forestry Stewardship Council (FSC) Certified Stock paper.

PAPER: **BASE BID:** **Cover** 100 lb gloss Enamel Text #2 sheet
Body 60 lb offset bright white smooth sheet
Brochure 80 lb gloss text

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 10-3/4” 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 4, 2019 | (31,500) |
| Fall: | Thursday, August 8, 2019 | (28,500) |
| Winter/Spring: | Thursday, December 5, 2019 | (28,500) |
- On the above delivery dates, at least **500 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
2019 ACTIVITY GUIDES THREE (3)
IN BOOKLET FORM
DUE: February 14, 2019 at 4:00 PM**

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ ZIP _____

CONTACT: _____ TITLE: _____

PHONE: _____ FAX: _____

NUMBER OF PAGES

BASE BID SUBTOTALS

56 pages, SUMMER 2019

\$ _____

40 pages, FALL 2019

\$ _____

40 pages, WINTER 2020

\$ _____

JanBoree Brochure 2020 (39,000)

\$ _____

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

\$ _____



**BID FORM FOR PUBLISHING THE
CITY OF WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT
2019 ACTIVITY GUIDES THREE (3)
IN BOOKLET FORM**

<u>NUMBER OF PAGES</u>		<u>ALTERNATE BID #1</u> (Additional Pages, Reg Paper)	<u>ALTERNATE BID #2</u> (Recycled Paper)
		<u>SUBTOTALS</u>	<u>SUBTOTALS</u>
SUMMER 2019	64 pages,	\$ _____	56 pages \$ _____
FALL 2019	48 pages,	\$ _____	40 pages \$ _____
WINTER 2020	48 pages,	\$ _____	40 pages \$ _____
JANBOREE INSERT	39,000	\$ _____	39,000 \$ _____
	Brochures on Glossy Paper		Brochures on Recycled Paper
LUMP SUM ALTERNATE BID #1 & #2 FOR ALL THREE (3) ACTIVITY GUIDES IN BOOKLET FORM & BROCHURE:		\$ _____	\$ _____

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 THURSDAY, February 14, 2019 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

Emailed bid submissions will not be accepted.

