

# MEMO

To: Tooele County Commission  
From: Wade Mathews  
Subject: 2012 Tooele County Emergency Preparedness Calendar  
Date: September 27, 2011

The following vendors received Requests for Proposals to design, layout and print 25,000 copies of the 2012 Emergency Preparedness Calendar, for Tooele County Emergency Management. Copies of their bid proposals are included with this memo.

| <u>Vendor</u>                  | <u>Bid Result</u>  |
|--------------------------------|--------------------|
| RR Donnelly                    | \$ 26,935.00       |
| Documart                       | Declined to submit |
| Transcript Bulletin Publishing | \$ 26,693.00       |

These bids do not include the cost of photography for the calendar. That will be an additional \$3,000.00 to \$4,000.00 (approximately). The total expense of the calendar project is funded by the Chemical Stockpile Emergency Preparedness Program.

Thank you.



## job proposal

page one

58 n. main, tooele, utah 84074  
(435) 882-0050 slc 355-6525

fax (435) 882-6123  
www.tbpublishing.com

### customer info

date: Sept. 26, 2011

account: Tooele County Emergency Management

contact: Wade Mathews, Public Information Officer

address: 15 E. 100 South

city, state & zip: Tooele, Utah 84074

phone, fax and e-mail: P. (435) 843-3269

### proposed services

job name 1: 2012 Tooele County Emergency Preparedness Calendar

description: Design and print a 4/4, 36-page plus cover, 12" by 18" flat-size wall calendar with 80# gloss cover for cover and 100# gloss text for internal pages. Four pages will be perfed for pull out section. Spot UV coating on Cover Side A with saddlestitch bindery, trim and nail hole. Finished size is 9" by 12."  
Quantity: 25,000

cost: \$26,693 (approx. \$1.06 each)

notes: Proposal includes design services for general update of existing electronic file; high resolution drum scans with proofs for thirteen 9" by 12" images; laser proofs of every calendar page for text review and spellcheck; Epson high-resolution color plotter proofs of every page for art and color check, plus final graphics and fold down check; delivery of 17,500 copies to Salt Lake mail service, and delivery of 7,500 calendars to the Tooele County Emergency Management. Proposal does not include one-time copyright fees for use of TBP stock photography, freelance stock photography or other photography services.

# RR DONNELLEY

460 Ahnaip Street; PO Box 60  
Menasha, WI 54952-0060

August 12, 2011

Tooele County:  
Wade Mathews

RE: Calendar  
Estimate #70703

We are pleased to present prices for the above title based on the listed specifications.

## Specifications:

|                  |  |
|------------------|--|
| Quantity:        | 25,000 plus additional thousands   |
| Trim Size:       | 9" x 12"   |
| Pages:           | 36 text pages + 4 page cover   |
| Text Presswork:  | 4/C process with bleeds ~ 25% ink coverage with two of the pages being perfed.   |
| Text Stock:      | 100# Opus gloss text basis – 426 PPI; RRD furnished.   |
| Cover Presswork: | 4-4-4 process with gloss UV coating on the outside covers.   |
| Cover Stock:     | 80# Sterling Ultra Cover gloss; RRD furnished  |
| Preparatory:     | Customer PDF files furnished to plant specifications. RR Donnelley will provide imposition, output, one set of single-page pleasing color proofs for text, and one set of contract color proofs for the cover. |
| Bind:            | Saddlewire bound on the 12" dimension. Trim flush three sides and drill one calendar hole.   |
| Distribution:    | Options listed below   |
| F.O.B.:          | Menasha, WI 54952  |

## Pricing:

25,000 = \$20,990.00  
Per additional thousand = \$613.30

**Surcharge to pack loose in cartons + palletize = \$15.15/M**

## Surcharge to apply an inkjetted label to cover and prepare for mail

Make-ready = \$650.00  
Run per M = \$28.00

**All postage; list processing fees and freight to BMC are extra**

## Additional to Base:

Additional Preparatory/Alterations  
Freight

Premedia Estimate**Tooele County Emergency Management**  
Emergency Preparedness Calendar 2012

08/22/11

12"x18" flat, 9"x12" folded; 36-page plus 4-page cover, text supplied on disk.

**Client:** Wade Mathews  
Tooele County Emergency Management  
wade@tcm.org  
435-833-8123

**Estimated by:** Mari Reader  
847-931-6336  
mari.reader@rrd.com  
**Sales Rep:** Mike Weinglass

| description  | unit | rate   | total             |
|--|------|--------|-------------------|
| <b>Page Production/Creative</b>  |      |        |                   |
| Page Layout Production, per graphics/calendar page<br><i>Provide graphic design and page-to-page layout following supplied design specifications. Laser proof for approval.</i>  | 40   | \$55   | \$2,200.00        |
| Revision cycles, per hour<br><i>Quantity assumes minor changes to 50% of pages.</i>  | 5    | \$90   | \$450.00          |
| Additional Color Laser Page Proof for Color Break and Content<br><i>Quantity assumes changes to 50% of pages.</i>  | 20   | \$3    | \$60.00           |
| Concepts, template creation, or copywriting, per hour  | 0    | \$110  | \$0.00            |
| <b>Prepress</b>  |      |        |                   |
| Page Processing (RIP), per page<br><i>Includes: Preflight to RRD quality standards, Page Processing (RIP), proofread to match supplied file, one content proof (backed-up) for customer review/approval and final PDF for print.</i> | 40   | \$30   | \$1,200.00        |
| Scan reflective art or transparencies 3 x 3, each  | 13   | \$25   | \$325.00          |
| Scan reflective art or transparencies 9 x 12, each   | 13   | \$45   | \$585.00          |
| Additional Booked Color Laser Proof, per page  | 0    | \$8    | \$0.00            |
| Additional Color Laser Page Proof for Color Break and Content  | 0    | \$3    | \$0.00            |
| Color Epson Random Image Proof 9"x12", each  | 13   | \$20   | \$260.00          |
| Color Epson Random Image Proof 3"x3", each   | 13   | \$5    | \$65.00           |
| Color Epson Page Proof, each   | 40   | \$20   | \$800.00          |
| Retouching/Image Manipulation, per hour  | 0    | \$90   | \$0.00            |
| RGB Conversion, each   | 0    | \$10   | \$0.00            |
| Create Silhouette  | 0    | \$8    | \$0.00            |
| Re-RIP<br><i>Does not include proofs</i>   | 0    | \$25   | \$0.00            |
| Shipping   | 0    | @ cost | \$0.00            |
| Rush Fee<br><i>Line item plus 50% for any work required to be completed prior to agreed to schedule.</i>   |      |        |                   |
| OT/Holiday Charges<br><i>Line item plus 50% for any work required to be completed prior to agreed to schedule and requires working hours outside of regular RRD business hours.</i>  |      |        |                   |
| <b>Estimated Price:</b>  |      |        | <b>\$5,945.00</b> |

Note - All unit numbers and the total costs associated with them are estimates, the true final cost will be determined by the actual work performed.

CUSTOMER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

RR DONNELLEY REPRESENTATIVE \_\_\_\_\_ DATE \_\_\_\_\_