

2010 Travel Guide Request for Quotation:

Description:

The Peterborough & the Kawarthas Travel Guide is the main marketing piece for tourism promotion in the Greater Peterborough Area. The guide contains information on accommodations, attractions, dining, festivals and events, services, conference facilities and shopping. It is distributed throughout North America through trade shows, mail-outs, travel centres and tourism businesses.

Specifications:

We invite quotations for full service production of the 2010 Peterborough & the Kawarthas Travel Guide.

NOTE: Please provide a quote for design and printing cost independently. Please identify name and address of both the design company and printing company.

NOTE: Graphic design of the 2010 guide will follow the 2009 guide closely, please quote accordingly.

Quantity: 100,000, 120,000 and 130,000

Size & Pages: Options to be quoted separately (see graph below)

PLEASE PROVIDE QUOTES IN SAME FORMAT AS THIS GRAPH

Quote Number & Quantity	Main Book: 5 1/8" wide by 8.875" tall	Smaller Inserted Book: 5" wide by 8" tall	Total Pages	Graphic Design Cost:	Printing Cost:	Total Cost:
1a – 100,000	80 (includes cover)	16 (includes cover)	96			
1b – 120,000	80 (includes cover)	16 (includes cover)	96			
1c – 130,000	80 (includes cover)	16 (includes cover)	96			
2a – 100,000	84 (includes cover)	16 (includes cover)	100			
2b – 120,000	84 (includes cover)	16 (includes cover)	100			
2c – 130,000	84 (includes cover)	16 (includes cover)	100			
3a – 100,000	84 (includes cover)	20 (includes cover)	104			
3b – 120,000	84 (includes cover)	20 (includes cover)	104			
3c – 130,000	84 (includes cover)	20 (includes cover)	104			
4a – 100,000	88 (includes cover)	20 (includes cover)	108			
4b – 120,000	88 (includes cover)	20 (includes cover)	108			
4c – 130,000	88 (includes cover)	20 (includes cover)	108			

Stock: 60lb coated throughout (no difference in cover stock) Please quote FSC or other environmentally friendly options for stock

Process: Four-colour throughout

Finish: Saddle-stitched and trimmed

Delivery: Date: January 6, 2010

2 Locations: 100,000 to: 210 Wolfe Street, Peterborough, ON K9J 2K9
20,000-30,000 to: 1011 Haultain Court, Mississauga, ON L4W 1W1

Requirements:

If selected for this project, you will be required to provide Peterborough & the Kawarthas Tourism with the following:

- attendance at initial creative meeting and meeting throughout process
- sales sheet outlining the format and sizes of ads
- two blank book mock ups for sales purposes
- design including charts, maps (provided) and editorial pages
- design of advertisements (approx. 30-40) and tweaking of advertisements (approx. 30-40)
- maximum 8 pre-press proofs
- subsequent corrections if necessary
- digital proof, colour accurate to final press output

Upon completion of printed guide:

- all photos, advertisements to be provided on separate disks
- digital copy of the guide to be provided as web-ready PDF
- all source files to be provided on separate disk

Note:

- The previous year's Travel Guide will be provided on disk to the successful company
- Boxes of printed travel guides must not exceed 25 lbs
- Photographs will be provided
- Some co-ordination with other suppliers may be required

Please quote accordingly.

The lowest priced quotation may not necessarily be selected.

All quotations must be received by 4:30 P.M. - Friday, July 3, 2009

Quotations to be in sealed envelopes marked 2010 Travel Guide or submitted by email in PDF format.

Addressed to:

Jaimi Ruoho-Long

Communications Officer, Program Manager, Destination Marketing Fund
Greater Peterborough Area Economic Development Corporation
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