

Culinary Guide Request for Quotation:

Description:

Peterborough & the Kawarthas Tourism is embarking on our first Culinary Tourism experience guide. This guide will provide our guests with various exceptional culinary tourism experiences that can be found in our region. The guide will contain information on chefs and dining establishments, accommodations that have a dining/ culinary experience, attractions and festivals and events that have a culinary focus. This guide will be distributed at targeted consumer shows like the Royal Winter Fair and it will complement our marketing to the corporate meeting and incentive travel as well as group and motorcoach tour markets. This is a targeted guide to those guests looking for and travelling for a culinary experience.

Specifications:

We invite quotations for graphic design and printing of the first Peterborough & the Kawarthas Culinary Tourism 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. The GPA EDC reserves the right to select the graphic designer and printer independent of one and other.

Quantity: 20,000, 30,000 and 40,000

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

PLEASE PROVIDE QUOTES IN SAME FORMAT AS THIS GRAPH

Quote Number & Quantity	5.5" wide by 8.5" tall Number of Pages	Graphic Design Cost:	Printing Cost:	Total Cost:
1a – 20,000	20 (includes cover)			
1b – 30,000	20 (includes cover)			
1c – 40,000	20 (includes cover)			
2a – 20,000	24 (includes cover)			
2b – 30,000	24 (includes cover)			
2c – 40,000	24 (includes cover)			

Stock: 80lb coated throughout (cover stock TBD) Please quote FSC or other environmentally friendly options for stock

Process: Four-colour throughout

Finish: Saddle-stitched and trimmed

Delivery: Date: November 2, 2009

1 Location: 210 Wolfe Street, Peterborough, ON K9J 2K9

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 advertorials**
- **two blank book mock ups for sales purposes**
- **design including maps (provided), editorial pages and directory pages**
- **design of advertorials (approx. 12)**
- **maximum 3 pre-press proofs**
- **subsequent corrections if necessary**
- **digital proof, colour accurate to final press output**

Upon completion of printed guide:

- **all photos, advertorials 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:

- **Boxes of printed 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, August 21, 2009

Quotations to be in sealed envelopes marked Culinary Tourism Guide or submitted by email in PDF format.

Addressed to:

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