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## 2009 Trail Guide

### Request for Quotation:

#### Description:

The Outdoor adventure map highlights outdoor activity options in Peterborough & the Kawarthas. The guide includes a comprehensive list of walking/hiking/biking trails, canoe routes and in-town walking routes with a number of maps. For 2009 we are considering two layout options for the guide. Option 1 is the same basic layout as was used on the previous guide. Option 2 consists of a 36 page, stitched booklet with advertising options.

#### Specifications:

We invite quotations for full service production including **complete design, layout and printing** of the 2009 Peterborough & the Kawarthas Trail Guide as follows:

**Quantity:** 30,000 and 40,000 (to be quoted separately)

\*Additional: We may have a need to print quantities for sponsors. Please provide pricing based on quantities of 1,000 [to be produced during same print run]

**Pages/size:** 2 Options to be quoted separately:

1. 17.5 x 24, folded to 3.5 x 8.5 (5 panels x 3 panels)
2. 36-page booklet (finished size 4 x 9)

**Stock:** Due to the nature of the guide, we are looking at environmentally friendly printing options. Please quote accordingly.

**Process:** Four-colour throughout

**Finish:** 2 Options to be quoted separately:

1. folded to 3.5 x 8.5
2. 36-page booklet saddle-stitched and trimmed

**Delivery:** March 2009 - 210 Wolfe Street, Peterborough, ON

## Requirements:

If selected for this project, you will be required to provide the GPA EDC with the following:

- attendance at initial creative meeting and meeting throughout process
- Option 2 will require the design of approximately 32 business card size advertisements and 2 full panel ads
- sales sheet outlining format of ads including cost breakdown (Option 2 only)
- two blank book mock ups for sales purposes (Option 2 only)
- design including charts, maps (provided, but may need modification), advertising (including any artwork that needs to be scanned) and editorial layout
- maximum 8 digital 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
- all artwork source files will remain the property of the GPA EDC

## Note:

- Most photographs will be provided, purchase of stock photography may be required
- Some co-ordination with other suppliers may be required

Please quote accordingly.

The lowest priced quotation may not necessarily be selected.

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**All quotations must be received by 4:30 P.M. – Friday, December 12<sup>th</sup>, 2008**

**QUOTATIONS TO BE IN SEALED ENVELOPES MARKED 2009 TRAIL GUIDE**

## **ADDRESSED TO:**

**Fiona Dawson**

Tourism Development Officer

Greater Peterborough Area Economic Development Corporation

210 Wolfe Street, Peterborough, ON K9J 2K9

(705) 743-0777 Ext. 2129

[fdawson@gpaedc.on.ca](mailto:fdawson@gpaedc.on.ca)

[www.gpaedc.on.ca](http://www.gpaedc.on.ca)