

## 2011 Travel Guide Request for Quotation (RFQ):

### 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 2011 Peterborough & the Kawarthas Travel Guide.

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

**NOTE:** Peterborough & the Kawarthas Tourism is undergoing a branding strategy. The graphic design and printing requirements of the 2011 Guide are subject to change dependant on branding recommendations.

**Quantity:** 100,000, 120,000 and an overrun of 10,000 smaller removable insert books

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

#### PLEASE PROVIDE QUOTES IN SAME FORMAT AS THIS GRAPH

Quote Number & Quantity	Main Book Pages: 5.125" wide by 8.875" tall	Smaller Inserted Removable Book Pages: 5.125" wide by 8.25" tall	Total # of 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			
2a – 100,000	84 (includes cover)	16 (includes cover)	100			
2b – 120,000	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			
4a – 100,000	88 (includes cover)	20 (includes cover)	108			
4b – 120,000	88 (includes cover)	20 (includes cover)	108			

NOTE: The Smaller Inserted Removable Book will include the following: listings, events, maps, and coupons. Ratio of main book vs smaller inserted removable book pages is subject to change dependant on branding recommendations. (Eg. 80 main pages and 20 insert pages OR 60 main pages and 40 insert pages). Please advise if the price would be significantly different if the ratio changed as outlined above.

**Main Book Stock:** 60lb coated throughout (no difference in cover stock)

**Insert Book Stock:** Please note; insert book must be **removable**

**Option 5a:** 60lb coated throughout (no difference in cover stock)

**Option 5b:** 60lb coated cover, 50lb inner pages.

**\*Please quote FSC or other environmentally friendly options for stock**

**\*Please quote for an overrun of 10,000 copies of the smaller inserted removable book**

**Process:** Four-colour throughout  
**Finish:** Saddle-stitched and trimmed  
**Delivery:** **Date: January 14, 2011**

**3 Locations:**

- 100,000 to: GPA EDC: 210 Wolfe Street, Peterborough, ON K9J 2K9
- Of the 100,000 one skid to be delivered to PKT Visitor Information Centre: 1400 Crawford Drive, Peterborough, ON K9J 6X6
- 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 & meetings throughout process
- two blank book mock ups for sales purposes
- design including charts, maps (provided) and editorial pages (please refer to 2010 Guide for reference)
- revisions of advertisements (approx. 50-60)
- 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

**Notes:**

- Boxes of printed travel guides must not exceed 25 lbs
- The previous year's Travel Guide will be provided on disk to the successful company
- 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.

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**\* All quotations must be received by 4:30 PM – Wednesday June 30<sup>th</sup>, 2010 \***

**Quotations are to be submitted in sealed envelopes marked 2011 Travel Guide or submitted by email in PDF format, with 2011 Travel Guide in the subject line.**

**Addressed to:**

**Kelly Jessup**

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