

August 2, 2016

Dear Current and Prospective Printers:

This letter is to serve as a request for proposal for printing of our annual brochure series and annual report through 2017. Although, we'd prefer to stay with the same vendor for all printing we will consider splitting up the brochure series from the annual report, based on pricing, ability to work within deadline requirements and favorable references.

Please submit all proposals, sample work (*comparable to Winnetka Park District printing specs*) and list of references to the attention of:

**Mary Cherveney**  
Communication/Marketing Manager  
Winnetka Park District  
540 Hibbard Road  
Winnetka, IL. 60093

(847) 501-2076  
[mcherveney@winpark.org](mailto:mcherveney@winpark.org)

**Please Note:** Sample work is not necessary if submitted a proposal to the Winnetka Park District in the past four years.

**Request for proposals are due by August 26, 2016.**

These will include:

- Four Seasonal Brochures
- One Annual Report



From the desk of...

**Mary Chervený**  
Communication/Marketing Manager

mchervený@winpark.org  
(847) 501-2076

Page 1

**Winter 2017 Brochure** (to printer around November 1, 2016)

60 page seasonal brochure - 8 1/2 x 11 finish (includes cover)

Binding stapled

Cover/Body: 70# matte coated

Inks: Four color

Layout and typeset in-house, will provide disk or upload to ftp site, Indesign CC

6,800 Pieces

Bundled by carrier route, certified at Winnetka PO and delivered to Glenview PO (approximately 5800 pieces) the rest delivered to 540 Hibbard Rd.

Proof: (1) pdf proof and (1) Color key and dylux proof

**Alternate 1 & 2**

Cost for 4 additional pages (#1)

Cost for 4 less pages (#2)

Printer: \_\_\_\_\_

Quote Total: \$ \_\_\_\_\_

Alternate #1 Total \$ \_\_\_\_\_

Alternate #2 Total \$ \_\_\_\_\_

Delivery Time Frame: \_\_\_\_\_

Additional Costs (please specify): \_\_\_\_\_

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From the desk of...

**Mary Chervený**  
Communication/Marketing Manager

mchervený@winpark.org  
(847) 501-2076

Page 2

**Spring 2017 Brochure** (to printer around January 16, 2017)

68 page seasonal brochure - 8 1/2 x 11 finish (includes cover)

Binding stapled

Cover/Body: 70# matte coated

Inks: Four color

Layout and typeset in-house, will provide disk or upload to ftp site, Indesign CC

6,800 Pieces

Bundled by carrier route, certified at Winnetka PO and delivered to Glenview PO (approximately 5800 pieces) the rest delivered to 540 Hibbard Rd.

Proof: (1) pdf proof and (1) Color key and dylux proof

**Alternate 1 & 2**

Cost for 4 additional pages (#1)

Cost for 4 less pages (#2)

Quote Total: \$ \_\_\_\_\_

Alternate #1 Total \$ \_\_\_\_\_

Alternate #2 Total \$ \_\_\_\_\_

Delivery Time Frame: \_\_\_\_\_

Additional Costs (please specify): \_\_\_\_\_

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From the desk of...

**Mary Cherveney**  
Communication/Marketing Manager

mcherveney@winpark.org  
(847) 501-2076

Page 3

**Summer 2017 Brochure** (to printer around March 20, 2017)

72 page seasonal brochure - 8 1/2 x 11 finish (includes cover)

Binding stapled

Cover/Body: 70# matte coated

Inks: Four color

Layout and typeset in-house, will provide disk or upload to ftp site, Indesign CC

6,800 Pieces

Bundled by carrier route, certified at Winnetka PO and delivered to Glenview PO (approximately 5800 pieces) the rest delivered to 540 Hibbard Rd.

Proof: (1) pdf proof and (1) Color key and dylux proof

**Alternate 1 & 2**

Cost for 4 additional pages (#1)

Cost for 4 less pages (#2)

Printer: \_\_\_\_\_

Quote Total: \$ \_\_\_\_\_

Alternate #1 Total \$ \_\_\_\_\_

Alternate #2 Total \$ \_\_\_\_\_

Delivery Time Frame: \_\_\_\_\_

Additional Costs (please specify): \_\_\_\_\_

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From the desk of...

**Mary Chervený**  
Communication/Marketing Manager

mchervený@winpark.org  
(847) 501-2076

Page 4

**Fall 2017 Brochure** (to printer around July 17, 2017)

64 page seasonal brochure - 8 1/2 x 11 finish (includes cover)

Binding stapled

Cover/Body: 70# matte coated

Inks: Four color

Layout and typeset in-house, will provide disk or upload to ftp site, Indesign CC

6,800 Pieces

Bundled by carrier route, certified at Winnetka PO and delivered to Glenview PO (approximately 5800 pieces) the rest delivered to 540 Hibbard Rd.

Proof: (1) pdf proof and (1) Color key and dylux proof

**Alternate 1 & 2**

Cost for 4 additional pages (#1)

Cost for 4 less pages (#2)

Printer: \_\_\_\_\_

Quote Total: \$ \_\_\_\_\_

Alternate #1 Total \$ \_\_\_\_\_

Alternate #2 Total \$ \_\_\_\_\_

Delivery Time Frame: \_\_\_\_\_

Additional Costs (please specify): \_\_\_\_\_

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From the desk of...

**Mary Chervený**  
Communication/Marketing Manager

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(847) 501-2076

Page 5

**Annual Report** (to printer around August 2 , 2017)

1 page, 2 sided newsletter

11 x 17, one fold

100# Matte Coated

4 colors throughout

Layout and typeset in-house, will provide disk or uploaded to ftp site, Indesign CC

6200 Pieces

Bundled by carrier route, certified at Winnetka PO and delivered to Glenview PO (approximately 5800 pieces) the rest delivered to 540 Hibbard Rd.

Proof: (1) pdf proof and (1) Color key and dylux proof

Printer: \_\_\_\_\_

Quote Total: \$ \_\_\_\_\_

Delivery Time Frame: \_\_\_\_\_

Additional Costs (please specify): \_\_\_\_\_

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From the desk of...

**Mary Chervený**  
Communication/Marketing Manager

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(847) 501-2076

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