

# MEMO

**RE:** Ballwin Life Magazine

**DEPARTMENT:** Administration

**PROGRAM:** Communications

**SUBMITTED BY:** Abigail Johnson, City Clerk

**DATE:** September 20, 2017

**RECOMMENDATION:** We recommend awarding the printing to A Graphic Resource who had the second lowest consistent pricing.

**EXPLANATION:** Upon conclusion of the bidding process for printing and distributing Ballwin Life magazine for calendar year 2018, staff recommends moving forward with quoted Option #2. Option #2 features the same paper and layout of the current Ballwin Life magazine. Other options were quoted to give staff an understanding of the cost to include a higher quality paper and cover for the magazine. Proceeding with Option #2 in 2018 will give staff the opportunity to increase advertising revenues before increasing the cost of printing the publication.

Staff recommends awarding the bid to the second lowest bidder, as the first-lowest, Graphic Innovations, LLC, has not concretely demonstrated its qualifications and ability to handle a large-capacity project such as Ballwin Life. Staff requested additional references and work samples of past printing jobs from the bidder, which have not been provided. Additional research has revealed no website, references, or samples of past printing jobs of any size. The company appears to be a home-based, single-person business with no additional resources to ensure a job of this size will be accomplished as requested.

The second lowest bidder for Option #2 is A Graphic Resource. Staff has worked with this company in the past on various printing jobs, and it has a respected reputation as a high-quality print service with the full ability to handle the job of printing and distributing Ballwin Life.

**BID SUMMARY:** On July 28, 2017, we advertised in the St. Louis Business Journal and on the City's website requesting bids for printing and mail prep for the Ballwin Life Magazine for 2018 publications.

The magazine will be more evenly distributed in 2018, with issues coming out in February, May, August and November. With this in mind, we also bid the option for a 5x8 mailer to advertise Ballwin Days events and schedules.

On September 8, 2017, six (6) bids were opened and read aloud. The bids received are as follows:

2018 Ballwin Life Magazine RFP	Liberty Press	St. Louis Magazine	Messenger Print Group	A Graphic Resource	Mid-State Group	Graphic Innovations
<b>Option #1</b> 40 pages w/ Cover 50# Coated Matte Text	\$9,490	\$11,724.16	\$5,319	\$4827.30	\$6,219	\$6,240
<b>Option #2</b> 40 pages 50# Coated Matte Text	\$7,070	\$10,716.16	\$4,770	\$4,668.30	\$5,407	\$4,395
<b>Option #3</b> 48 pages w/ Cover 50# Coated Matte Text	\$9,740	\$14,108.04	\$6,138	\$5,355.00	\$7,699	\$5,890
<b>Option #4</b> 48 pages 50# Coated Matte Text	\$7,343	\$12,255.04	\$5,280	\$5,137.80	\$5,647	\$4,999
<b>Option #5</b> 5x8 9pt Card Stock, Glossy Finish	\$2,324	\$1,260	\$1,065	\$726	\$714	\$790
<b>Option #6</b> 5x8 9pt Card Stock, Matte Finish	\$2,313	\$1,260	\$1,065	\$726	\$714	\$790
<b>Mail Prep:</b> Cost per 1000	\$8	\$45 (opt 1-4) \$25 (opt 5-6)	\$29.29 + \$125 NCOA (opt 1-4) \$23.27 (opt 5-6) NCOA included	\$30.07 (opt 1-4) \$25.49 (opt 5-6)	\$100 + \$25 per mailer	\$46.33
<b>Project Turn Time</b>	10 Business Days	10 Business Days	<b>10 -12</b> Business Days for Magazine <b>9-10</b> Business Days for Post Cards	7-10 Business Days	12-14 Business Days	7-10 Business Days After Proof Approval

The complete bid packet that was available to vendors is attached.

**REQUEST FOR PROPOSAL**  
**RFP Ballwin Life Magazine**



Contact Phone Number: 636-227-9000  
Contact Email: AJohnson@ballwin.mo.us  
Close Date: Friday, September 8, 2017 at 10:00 A.M.  
*Updated 7/31/17 – changes reflected in red*

**Project Description: Ballwin Life Magazine**

This is a quarterly magazine distributed to residents in the City of Ballwin. The 2018 magazine is schedule to be delivered in homes: February 1, May 8, Aug 1, and Nov 1.

**Project Specifications:**

15,000 Copies  
8.25 x 10.75 Page Size  
Four-Color Process with Bleed, 4 over 4  
Saddle Stitch Bind  
Print Ready PDF from Ballwin  
Digital On-Line Proof & Composite Low Resolution Paginated Proof Required  
Final Delivery to Mail House or Post Office and Customer Copies

Option #1:

40 Pages, with **Gloss** 70# Cover  
50# Coated Matte Text

Option #2:

40 Pages, Self-Cover  
50# Coated Matte Text

Option #3:

48 Pages, with **Gloss** 70# Cover  
50# Coated Matte Text

Option #4:

48 Pages, Self-Cover  
50# Coated Matte Text

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**Additional Post Card Printing & Mailing Option:**

Option #5:

5x8 **9pt** Card Stock, Glossy Finish  
2 sided, 4 color, cut and ready to mail

Option #6:

5x8 **9pt** Card Stock, Matte Finish  
2 sided, 4 color, cut and ready to mail

**Terms of Contract:**

By submitting this form, the applicant agrees to the following terms and conditions.

- Printing the above mentioned publication for the 2017 calendar year, 4 separate publications.
- Bids are accurate for the 2018 calendar year and will be honored at the listed price.
- The accepted applicant agrees to print the project with slight fluctuations in size (no less than 40 pages and no more than 48).
- The accepted applicant agrees to print the project with slight fluctuations in quantity volume per issue (no less than 15,000 prints per issue and no more than 17,000 prints per issue). If the project is a lower quantity than the bidding quantity Ballwin recognizes the possibility of a reasonable price per unit increase.

**Mail Preparation:**

Mail Preparation Bid is requested. A list of designated mailing addresses will be provided by the City of Ballwin.

**Publication Dates:**

Winter Issue Date: February 1, 2018  
Spring Issue Date: May 8, 2018  
Summer Issue Date: August 1, 2018  
Fall Issue Date: November 1, 2018

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**Please list the price you can offer with the above specifications:**

**Option #1**  
40 Pages, with **gloss** 70# Cover  
50# Coated Matte Text

15,000 Copies with 40 pages \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Option #2**  
40 Pages, Self-Cover  
50# Coated Matte Text

15,000 Copies with 40 pages \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Option #3**  
48 Pages, with **gloss** 70# Cover  
50# Coated Matte Text

15,000 Copies with 40 pages \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Option #4**  
48 Pages, Self-Cover  
50# Coated Matte Text

15,000 Copies with 40 pages \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Option #5**  
5x8 **9pt** Card Stock, Glossy Finish  
2 sided, 4 color, cut and ready to mail

15,000 Copies \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Option #6**  
5x8 **9pt** Card Stock, Matte Finish  
2 sided, 4 color, cut and ready to mail

15,000 Copies \$ \_\_\_\_\_  
Price per unit \$ \_\_\_\_\_

**Mail Preparation:** Cost per 1,000 \$ \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Contact** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Email** \_\_\_\_\_ **Project Turn Time** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_