

KENTON COUNTY BOARD OF EDUCATION
PHOTOGRAPHY AND YEARBOOKS 2021-2022 RFP

OPTION1-PHOTOGRAPHY

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCEIVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
TOTAL POSSIBLE POINTS	45.00	25.00	20.00	10	100
JOSTENS	N/A*	17.75	17.50	N/A**	<u>35.25</u>
LIFETOUCH	0.00	11.75	7.50	3.67	<u>22.92</u>
STRAWBRIDGE	45.00	21.25	18.00	7.5	<u>91.75</u>

*JOSTENS DID NOT BID OPTIONS B THROUGH E. JOSTENS PHOTOGRAPHY PRICING WAS NOT EVALUATED.

OPTION 2- YEARBOOKS

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCEIVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
POSSIBLE POINTS	45.00	25.00	20.00	10	100
BALFOUR	38.80	19.75	17.25	10	<u>85.80</u>
HERFF JONES	0.00	16.75	14.25	N/A	<u>31.00</u>
JOSTENS	33.76	22.00	17.50	9	<u>82.26</u>
LIFETOUCH	N/A	11.00	7.50	N/A	<u>18.50</u>
STRAWBRIDGE	45.00	17.75	14.25	10	<u>87.00</u>

*LIFETOUCH DID NOT BID HIGH SCHOOL YEARBOOKS. LIFETOUCH YEARBOOK PRICING WAS NOT EVALUATED.

OPTION 3- PHOTOGRAPHY & YEARBOOK

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCEIVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
TOTAL POSSIBLE POINTS	45.00	25.00	20.00	10	100
JOSTENS	16.83	19.75	17.50	9	<u>63.08</u>
LIFETOUCH	0.00	11.38	7.50	3.67	<u>22.55</u>
STRAWBRIDGE	45.00	19.50	16.13	8.75	<u>89.38</u>

NOTE**: REFERENCES WERE NOT CONTACTED FOR VENDORS THAT WERE MORE THAN 10 PTS AWAY FROM THE LEAD BIDDER

Recommendation: The Kenton County Board of Education award to Strawbridge Studios to provide Photography and Yearbook services as indicated in the highlighted cells. Awarding Option C gives the district an additional 10% discount with Strawbridge.

**KENTON COUNTY BOARD OF EDUCATION
PHOTOGRAPHY BID TABULATION**

Item Description	Quantity	Lifetouch Studios		Jostens		Strawbridge	
		Unit Price	Total	Unit Price	Total	Unit Price	Total
OPTION A-Fall/Spring Student Portraits							
PACKAGE A	406	\$ 14.99	\$ 6,085.94	\$ 10.00	\$ 4,060.00	\$ 3.75	\$ 1,522.50
PACKAGE B	1,416	\$ 29.99	\$ 42,465.84	\$ 20.00	\$ 28,320.00	\$ 7.00	\$ 9,912.00
PACKAGE C	1,724	\$ 29.99	\$ 51,702.76	\$ 40.00	\$ 68,960.00	\$ 8.00	\$ 13,792.00
PACKAGE D	1,665	\$ 59.99	\$ 99,883.35	\$ 60.00	\$ 99,900.00	\$ 12.50	\$ 20,812.50
ADD-ON OPTIONS							
Name & Year Printed in lower right corner	100	\$ 14.99	\$ 1,499.00	\$ -	\$ -	\$ 5.00	\$ 500.00
Basic Retouching	100	\$ 14.99	\$ 1,499.00	\$ -	\$ -	\$ 6.00	\$ 600.00
1-8"X10"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
2-5"X7"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
4-3"X5"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
8-2"X3"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
Digital File Download	100	\$ 14.99	\$ 1,499.00	\$ 25.00	\$ 2,500.00	\$ 15.00	\$ 1,500.00
Class Composite Picture (5" x 7")	200	NO BID		NO BID		\$ 3.50	\$ 700.00
Class Composite Picture (8" x 10")	200	\$ -	\$ -	NO BID		\$ 6.50	\$ 1,300.00
TOTAL OPTION A			\$ 210,630.89		\$ 207,740.00		\$ 52,239.00
OPTION B-HIGH SCHOOL PROM & HOMECOMING							
PACKAGE A	100	\$ 38.00	\$ 3,800.00	NO BID		\$ 20.00	\$ 2,000.00
PACKAGE B	100	\$ 28.00	\$ 2,800.00	NO BID		\$ 18.00	\$ 1,800.00
PACKAGE C	100	\$ 16.00	\$ 1,600.00	NO BID		\$ 12.00	\$ 1,200.00
ADD-ON OPTIONS							
1-8"X10"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
2-5"X7"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
4-3"X5"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
8-2"X3"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
TOTAL OPTION B			\$ 13,000.00				\$ 8,200.00
OPTION C-SPORTS PICTURES							
PACKAGE A	350	37.00	\$ 12,950.00	NO BID		\$ 17.00	\$ 5,950.00
PACKAGE B	350	37.00	\$ 12,950.00	NO BID		\$ 20.00	\$ 7,000.00
PACKAGE C	350	45.00	\$ 15,750.00	NO BID		\$ 20.00	\$ 7,000.00
PACKAGE D	350	45.00	\$ 15,750.00	NO BID		\$ 25.00	\$ 8,750.00
PACKAGE E	350	24.00	\$ 8,400.00	NO BID		\$ 12.00	\$ 4,200.00
PACKAGE F	350	18.00	\$ 6,300.00	NO BID		\$ 10.00	\$ 3,500.00
INDIVIDUAL OPTIONS							
Photo Keychain	50	NO BID		NO BID		\$ 5.00	\$ 250.00
3 1/2" Button	50	16.00	\$ 800.00	NO BID		\$ 5.00	\$ 250.00
Magnet	50	16.00	\$ 800.00	NO BID		\$ 7.00	\$ 350.00
Retouching	50	7.00	\$ 350.00	NO BID		\$ 6.00	\$ 300.00
Name & Year on Wallets	100	6.00	\$ 600.00	NO BID		\$ 6.00	\$ 600.00
Digital Download	100	0.00	\$ -	NO BID		\$ 20.00	\$ 2,000.00
TOTAL OPTION C			\$ 74,650.00				\$ 40,150.00
OPTION D-SENIOR CLASS COMPOSITES							
DIXIE HEIGHTS HIGH SCHOOL		\$ -		NO BID		\$ -	
SIMON KENTON HIGH SCHOOL		\$ -		NO BID		\$ -	
SCOTT HIGH SCHOOL		\$ -		NO BID		\$ -	
TOTAL OPTION D							
OPTION E-SENIOR PICTURES							
Yearbook Sitting Fee	1,100	0.00	\$ -	NO BID		\$ 10.00	\$ 11,000.00
PACKAGE A	300	22.49	\$ 6,747.00	NO BID		\$ 19.00	\$ 5,700.00
PACKAGE B	300	14.99	\$ 4,497.00	NO BID		\$ 29.00	\$ 8,700.00

Item Description	Quantity	Lifetouch Studios		Jostens		Strawbridge	
		Unit Price	Total	Unit Price	Total	Unit Price	Total
PACKAGE C	300	29.99	\$ 8,997.00	NO BID		\$ 39.00	\$ 11,700.00
PACKAGE D	300	74.99	\$ 22,497.00	NO BID		\$ 59.00	\$ 17,700.00
ADD-ON							
Name & Year Printed in lower right corner	100	N/A		NO BID		\$ 8.00	\$ 800.00
Basic Retouching		N/A		NO BID		\$ -	\$ -
1-8"X10"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
2-5"X7"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
4-3"X5"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
8-2"X3"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
Digital File Download	50	0.00	\$ -	NO BID		\$ 50.00	\$ 2,500.00
TOTAL OPTION E			\$ 45,736.00				\$ 61,100.00
TOTAL - All Pictures			\$ 344,016.89		\$ 207,740.00		\$ 161,689.00
TOTAL PRICING SCORE			0.00		N/A		45.00
Both			0%		3%		10%
TOTAL WITH DISCOUNT			\$344, 016.89		N/A		\$145,520.10

REFERENCES				
	REF 1	REF 2	REF 3	TOTAL
TOTAL POINTS POSSIBLE	10	10	10	10.00
JOSTENS	N/A	N/A	N/A	N/A
LIFETOUCH	3	5	3	3.67
STRAWBRIDGE	9	6		7.50

	Perceived Quality of Service-WRITE-UP				SCORE
TOTAL POINT POSSIBLE	25	25	25	25	25
JOSTENS	10	20	20	21	17.75
LIFETOUCH	8	12	10	17	11.75
STRAWBRIDGE	23	25	20	17	21.25

	Perceived Quality of Product-SAMPLES				SCORE
TOTAL POINT POSSIBLE	20	20	20	20	20
JOSTENS	12	20	20	18	17.5
LIFETOUCH	5	12	10	3	7.5
STRAWBRIDGE	19	20	15	18	18

	PRICING	PQS	PQP	REFERENCES	TOTAL
SCORE	45	20.00	25	10.00	100
LIFETOUCH	0	11.75	7.5	3.67	22.92
STRAWBRIDGE	45	21.25	18	7.50	91.75

