

REQUEST FOR PROPOSAL
BRIGHTON AREA SCHOOLS YEARBOOK PRODUCTION

Brighton Area Schools Board of Education is accepting bids for yearbook production. Your proposal marked "BRIGHTON HIGH SCHOOL YEAR BOOK" will be accepted no later than 9:00 a.m., Wednesday, January 17th, 2018 to: Brighton Area Schools, Administrative Office, Attn: Dr. Maria Gisting, Asst. Supt. For Finance, 125 S. Church Street, Brighton, MI 48116. Oral, telephone, fax, or electronic mail bids are invalid and will not receive consideration.

All bids will be publicly opened and read aloud at 10:00 a.m., Wednesday, January 17th at the Brighton Area High School office at 7878 Brighton Road, Brighton, MI 48116.

The Board of Education reserves the right to accept or reject any or all bids, either in whole or in part; to award contract to other than the low bidder; to waive any irregularities and/or informalities; and in general to make awards in any manner deemed to be in the best interests of the owner.

While price is an important consideration, the highest standards of quality in materials, service and workmanship will be demanded from the successful proposer(s). Brighton High School yearbooks of the recent past will be used as the criterion of quality. Where the product offered does not, in our opinion, measure up to this quality level, we reserve the right to reject the books and/or cancel uncompleted contracts.

Because our yearbook curriculum is dependent upon the software provided by and/or supported by our yearbook publisher, the yearbook publisher must provide the specified services and products.

Yearbook Company must allow pages to be created using a web-based creation tool provided by the yearbook company. Preference will be given to a Yearbook Company offering InDesign.

A full demonstration of all software may be required of all companies submitting a bid. This demonstration will last 15 minutes and may include additional time for questions. The demonstration must include an overview the online page submission process.

SCOPE OF PROJECT

The awarded vendor shall furnish all necessary labor, resources, equipment, and material for the provision of Yearbook Printing Services. The awarded vendor shall also provide a representative to make all trips necessary to the campus to assist the yearbook staff with the production of the yearbook.

- Specifications:
 1. Estimated Number of Books: 1100 (include the cost of additional copies, specifying any minimums)
 2. Material Pages: 320 full-color pages (include cost of additional pages, specifying any minimums)
 3. Trim Size: 8.5 X 11
 4. Paper: 100# enamel paper stock semi-gloss finish.
 5. Binding: Hard cover Smythe sewn, rounded
 6. Printing: Offset printing required.
 7. Cover: Yearbook Company to provide the option of an artist to help the students design a cover. Up to six (6) hours of creative/mechanical artwork time by the Yearbook Company's artist are to be included in the base proposal. Special techniques may include lithograph, embossing and/or a top foil application.

8. Board Weight: 120-150-point binders board
9. COVER PROOF: A full size color proof is to be provided at no additional charge. Once the cover has been made a copy must be provided to the school at no additional cost.
10. Color: The entire book is a full color process with custom ICC profiles
11. Typography: The Proposer shall provide their best type program to the school with no restrictions as to usage and confirm the amount of fonts that are available.
11. End Sheet: Proposer shall provide end sheet with full color printing included.

REQUIRED CREATION

Yearbook Company must allow pages to be created using a web-based creation tool provided by the yearbook company. Preference will be given to Yearbook Companies providing online creation using InDesign.

REQUIRED PROOFS

Proofs on all pages, cover and end sheet

REPRODUCTIONS

All photographs will be individually evaluated, and if required, enhanced, before reproduction negatives are made. Since photographs of varying contrast may be submitted, the bidder is required to make separate exposures, depending upon contrast, to obtain the best reproduction possible for each photograph. Bidder must notify advisor if a photograph is especially out of focus and suggest a resolve. Company supplying online Adobe Photoshop for students to use will be given preference.

WEBSITE

Yearbook Advisor will have access at all times to both a yearbook sales website program and a yearbook production website so that he/she can note progress. The yearbook website will be available for owner to plan the upcoming year during spring of the previous year. The yearbook sales website should provide an easy way to approve personalized names and logo selected by students purchasing the yearbook.

E-COMMERCE

Yearbook Company should offer free e-commerce ordering which allows parents to conveniently buy yearbooks with a credit card, debit card, or electronic check. If not free, indicate cost. This e-commerce program should also allow consumers to conveniently buy and/or design ads with a credit card, debit card, or electronic check at no cost to the consumer or Brighton High School Yearbook. If not free, indicate cost.

MARKETING

Marketing techniques and ideas related to the sale of ads and the books themselves will be required, such as email, flyers, pre-made ads, widgets, links, banners, etc (marketing tools).

DEADLINE SCHEDULES AND DELIVERY DATE

- Plant Deadlines: All plant deadlines must be established and agreed upon by the Yearbook Company and Yearbook Advisor prior to start of the academic calendar for each year in the Contract.
- Delivery & Scheduling: Books must arrive at Brighton High School by the second Wednesday in May. Proposals must also include a production schedule to meet the delivery date noted above. If the awarded vendor does not meet the delivery date above and all other deadlines were met, the vendor will mail individual copies to seniors at vendor's expense.

- Page Submission: Vendor shall accept online page submission. In addition, there must be no double page requirement for submission of pages. The School must be able to submit non-double page spreads and have these pages count towards meeting all deadline requirements. A submission does not have to be in complete signatures (16 page blocks) or double spread
- Proofs: Brighton High School's requirement is for physical Epson proofs or equivalent with the option of online proofing with no additional charges for changes made online. Proofs must show all elements of the page on one sheet including, reverses, overprints, photo and copy in place. The awarded vendor shall provide proofs of all pages, and when there are many corrections on a page, a second proof should be supplied. Pages should also be available for online review so that the School is satisfied that requested changes or alterations have been completed.

WORKSHOPS

Please provide a list of workshops available to Advisor and or students. Include locations and cost.

PROPOSAL EVALUATION CRITERIA

Ease of Software
Flexibility of Software
Meeting Deadlines
Service
References

ORAL PRESENTATION

Certain selected bidders who submit Proposals may be required to make an oral presentation of the Proposal to the Owner. The presentation should include a 'LIVE' demonstration of how the online program works; including a demonstration of the flow that will most efficiently demonstrate the usage of the bidders' software.

RESERVATION OF RIGHTS BY THE SCHOOL

The School reserves the right to reject any and all proposals or portions of proposals, and to waive informalities or irregularities in any proposal, and to award the contract in the best interest of the School District, considering conformity with specifications, terms of delivery, quality, and serviceability. The contract will be awarded, if at all, to the responsible vendor who has the best products and services matched to the needs of Brighton High School, along with a reasonable price. Price will be a consideration, but the District reserves the right to accept a proposal that is not the lowest price if it deems the rest of the proposal to be in the District's best interest.

TIMELINE

The District anticipates the above timeline and is prepared to exercise flexibility for the purpose of finding the bidder that will best serve the needs of Brighton High School, in the production of the annual yearbook.