



OLDHAM COUNTY BOARD OF EDUCATION  
6165 W. HIGHWAY 146  
CRESTWOOD, KENTUCKY 40014

REQUEST FOR PROPOSALS  
FOR  
SCHOOL YEARBOOK PRODUCTION SERVICES FOR SECONDARY

DUE DATE: 4:00 p.m. EDT - May 16, 2025

IN THE OFFICES OF:

Oldham County Board of Education  
6165 W. Highway 146  
Crestwood, KY 40014  
502-241-3500  
ATTN: Superintendent Office



OLDHAM COUNTY BOARD OF EDUCATION

6165 W. HIGHWAY 146

CRESTWOOD, KENTUCKY 40014

The Oldham County Board of Education invites you to submit a proposal for **SCHOOL YEARBOOK PRODUCTION SERVICES**

**CONDITIONS**

**A. Due Date**

- Proposals will be received in the offices of the Oldham County Board of Education, 6165 W. Highway 146, Crestwood, Kentucky 40014 **until 4:00 p.m. EDT** on May 16, 2025. All proposals must be received by the due date, and none will be considered thereafter.
- No immediate decision shall be rendered concerning the proposals submitted.

**B. Awarding the Contract**

- No proposal may be withdrawn for a period of sixty (60) days after scheduled closing time.
- After the proposals have been evaluated, agents or company representatives may be interviewed by the Superintendent or designee concerning their proposals.
- The selection process will be based on the “lowest and/or best proposal” basis. Past performance of proposers and overall quality of work will be an important factor as well in determining the best proposal.
- The Board will give formal approval to the selected proposal at the next regularly scheduled Board meeting (JUNE 2025) and reserves the right to accept or reject any and all proposals. Upon approval by the Board, the successful proposer will enter into a formal contract under the conditions outlined in this document.

**C. Specifications**

- The successful proposer will provide complete yearbook production services for all secondary schools in the Oldham County School District. This includes middle and high schools, with appropriate yearbook designs for each level.
- Proposers must submit sample yearbooks with their bid identical in quality to the ones to be produced for the schools.
- The successful proposer must provide dedicated customer support throughout the yearbook creation process, including technical support for yearbook staff and advisors.
- This contract will be for the **2025-2026** school year, with the option to renew under the same terms and conditions, prior to the new school year for two additional years, provided such renewal is mutually agreeable to both parties. The contract concerning renewal shall be reached the month prior to expiration date of June 30, 20XX.

- Price will be a major consideration in awarding the contract. However, the Board is interested in securing High Quality yearbooks. Consequently, each proposal and all samples provided will be evaluated thoroughly for overall quality. Deviation from specifications, or from the competitive range of credible proposals, will be considered negative factors. The successful proposer is also required to submit their proposed student sales price listing for review/approval of the Board, to ensure compliance with proposed pricing, **before** it is introduced to the school and students.
- All proposers shall submit along with their proposal a listing of at least three KENTUCKY schools for which they have provided similar services, each with a school reference contact and telephone number.

#### **D. Yearbook Design and Quality Requirements**

- All yearbooks must include high-quality, durable covers with the option for custom designs at each school.
- Binding must be durable and appropriate for long-term storage and frequent use.
- Each school must have access to a range of page layout templates and design options.
- Full-color printing must be available for all yearbooks.
- Each school should have options for customized yearbook features (embossing, foil stamping, special sections, etc.)

#### **E. Yearbook Production Timeline and Support**

- The proposer must provide a detailed production timeline, including submission deadlines for all materials.
- The proposer will make staff available for in-person or virtual training sessions with yearbook advisors and student staff.
- The proposer must provide user-friendly software or online platforms for yearbook creation, with appropriate training.
- Technical support must be readily available throughout the production process.

#### **F. Digital Services and Data Management**

- The proposer must provide secure digital storage for all yearbook assets.
- A system for managing portrait photos, candid photos, and page layouts must be provided.
- The system should include capabilities for tracking sales, production status, and delivery.
- All student information must be kept confidential, with no Social Security Numbers of students evident in any systems.
- Proposals must be submitted in sealed envelopes, plainly marked on the outside:  
"SCHOOL YEARBOOK PRODUCTION SERVICES PROPOSAL 25/26"
- An assessment fee (TBD) per school is to be absorbed by the successful proposer for each day delay in delivery of yearbooks beyond the agreed-upon delivery date.
- The successful proposer shall furnish to each school principal, at least 30 days before yearbook sales begin, all marketing materials that will be used for yearbook promotion and sales.
- Each School will retain a percentage of sales revenue (based on proposal) for yearbook funding. This revenue-sharing arrangement must be clearly outlined in the proposal.
- Each school will have flexibility to select design options, size, and page count appropriate for their needs and student population.

- All schools combined have approximately 13,100 students (8,000 for secondary) middle schools (6-8), and high schools (9-12) will each have different yearbook requirements and specifications.



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## Yearbook P-12

### FORM OF PROPOSAL

Proposals must be submitted on this form, or an exact reproduction, or will not be considered.

Proposers are to base their bids on the following yearbook specifications to ensure consistent vendor pricing.

| School Level | Size | Binding | Cover | Pages | Color | Quantity |
|--------------|------|---------|-------|-------|-------|----------|
| Middle       |      |         |       |       |       |          |
| High         |      |         |       |       |       |          |

### Components | Maximum Total Price Charged Per Yearbook

Middle School Yearbook | \$\_\_\_\_\_

High School Yearbook | \$\_\_\_\_\_

#### Additional Services/Features (price per unit):

A. Name personalization | \$\_\_\_\_\_

B. Hardcover upgrade | \$\_\_\_\_\_

C. Additional pages (per 8 pages) | \$\_\_\_\_\_

D. Custom cover design | \$\_\_\_\_\_

E. Senior/8th Grade ad pages (full page) | \$\_\_\_\_\_

F. Senior/8th Grade ad pages (half page) | \$\_\_\_\_\_

G. Senior/8th Grade ad pages (quarter page) | \$\_\_\_\_\_

H. Digital yearbook supplement | \$\_\_\_\_\_

### BIDDER:

Name of Company: \_\_\_\_\_

Company Address: \_\_\_\_\_ - \_\_\_\_\_

Telephone: \_\_\_\_\_

Legal Representative's Signature: \_\_\_\_\_

DATE: \_\_\_\_\_