

May 25, 2016

ADDENDUM #1

IFB 17-02 NEWSLETTER DESIGN

*******ATTENTION BIDDERS*******

(To be completed and returned with bid response)

1. Q: In what program is the current template designed? Also, in what format does the Town provide the copy and photos?
A: *Currently designed in InDesign; print-ready pdf provided to printer. Town provides copy in Word and photos in jpegs.*
2. Q: Are you interested in receiving pricing for laying out/designing both Option A, full color photos and Option B, b/w photos? If so, will the Town be providing full-color photos that will need to be adjusted to b/w before being usable in the layout, or would you be providing b/w .jpg files when you provide the content/copy?
A: *Yes. The Town generally provides full-color photos that need to be adjusted to black & white.*
3. Q: The IFB doesn't indicate that printing is included in this (it seems to be for design only), so we're curious why there is mention of the stock that it will be printed on (as that's not really a design specification)?
A: *Just information for the designer in case it is needed.*
4. Q: Section 2. Purpose> Second paragraph implies there is a current template. Is the current template in the form of native InDesign files with links? Will the winning design firm have full access to current native files?
A: *Newsletter is designed using InDesign and provided to printer in printable pdf. Not sure what is meant by "links." Layout changes from issue to issue, but believe that designer will have access to template elements, including masthead.*
5. Q: Section 3. Background> Second paragraph suggests that at some point you may shift from black plus one PMS to full color plus spot color. Is it safe to assume that if you shift to full color that the spot color will become a process color rather than a fifth color?
A: *Yes.*
6. Q: Section 4. Scope of Work and Specification> Subhead "Provided"> relative to "additional graphics" Will design firm be reimbursed for additional graphics if they are purchased in service to the contract?
A: *With prior approval. Graphics for which there will be an additional charge should be kept at a bare minimum.*
7. Q: Section 6. Mandatory Terms and Conditions> subhead "Schedule Change"> How and when will design firm be notified if schedule changes?
A: *If newsletter schedule changes, will notify by email and/or phone call.*
8. Q: Section 7. Contract Award and Renewal Period > First paragraph > regarding "make reward on a lump sum basis" Will design firm be paid as a lump sum or will they invoice monthly and be paid net 30 days?
A: *Monthly invoice.*

9. Q: Section 10. Official Town Bid Form> Number of Days Required to Achieve Approved Layout Is this the number of days from when content is received from the Town to the time that it is transmitted to print vendor?

A: Yes

10. Q: Are you looking for the design/template to remain the same as current and new content be placed into this design or are you looking for a redesign of the template? Will the design remain consistent from month to month or are you looking to change the design monthly?

A: The overall template is to remain the same with some elements (masthead, contact Vienna, standing heads) repeating from issue to issue. Layout, however, is customized from issue to issue.

11. Q: Will we be asked to provide content or help with copywriting or editing?

A: No

12. Q: We have not created any newsletters for other agencies at the moment but I am 100% confident that this is within our skill set. Could I provide samples of newsletters that are for imaginary businesses?

A: We would rather see samples of design work that has actually been done for clients, even if it's not newsletters.

13. Q: To confirm, you are looking for one original and one copy of the Bid Form found in the RFP as well as the references page to be sent together in a sealed envelope, correct? Then you are looking for samples (one copy or two?) to be sent in a separate envelope, correct? And to be addresses the same as the bid but not in the same envelope as the bid. Please confirm. You are asking for the opening date and time to be stated on the envelope as well as the IFB number and subject. What is the opening date/time referring to? I believe that it is referring to the deadline listed as June 2, 2016 at 11:00AM. Please confirm.

A: Samples are to accompany the bids and should be sent in the same envelope. The opening date and time is the same as the deadline date listed on the IFB.

14. Q: Who is the incumbent and what are they being paid?

A: Lampe-Farley Communications at \$850/month

ALL OTHER TERMS, CONDITIONS, AND SPECIFICATIONS SHALL REMAIN THE SAME.

A copy of this signed addendum must accompany your response as an acknowledgment of its receipt:

NAME AND ADDRESS OF FIRM:

PHONE #: _____ EMAIL: _____

NAME OF AUTHORIZED REPRESENTATIVE:

Please Print

SIGNATURE: _____ DATE: _____