

# **New York State Women, Inc.**

## **Request for Proposal – NIKE Publication**

### 1. Background

New York State Women, Inc. (NYSWI) is an all volunteer organization open to all women or men who ascribe to the legislative platform. NYSWI publishes a quarterly magazine entitled *NIKE*. This is the official magazine sent to each member through the U.S. Postal Service, by electronic mail or on the NYSWI Web site [www.nyswomeninc.org](http://www.nyswomeninc.org). The NYSWI president appoints the NIKE editor, associate editor and business manager. This Request for Proposal (RFP) delineates the scope of the product and responsibilities the proposal must address.

### 2. Qualifications

- a. The contractor shall have experience in magazine preparation, layout, development and placement of articles and pictures for the publication.
- b. The contractor shall submit at least one sample of work accomplished within the last 6 months.
- c. The contractor shall submit at least one sample of different publications (other than magazine format) within the last six (6) months and cannot be the same submission as noted in 2.a.
- d. Contractor will furnish documentation as to type of business, noting ownership and number of employees, IRS identification number, business address and number of years in business.

### 3. Processes

The contractor may bid on any or all of the following: Creating, Printing or Mailing the publication. Preference will be given to an all inclusive response including the use of subcontractors.

NYSWI logo will be furnished by NYSWI for use in publication or may be downloaded from [www.nyswomeninc.org](http://www.nyswomeninc.org).

- a. Quantity -1000, 900, 800 – magazine format – price to include applicable state/local taxes
- b. Number of pages per issue range from 24, 28 & 32 pages
- c. Offset printing on 60# White Offset
- d. Prints: covers PMS 394 and PMS 368; text black ink
- e. Sheet size – 11” x 17”, collate, fold, trim and saddle stitch to 8.5” x 11”

### 4. Pre-Press

- Design unique cover for each issue as requested
- Design/layout of pages (10-15 hours)
- Content/illustration research
- Illustration services
- Format electronic type supplied by client
- Scan photos supplied by client (4-10)
- Input hard copy supplied by client (5-10 write ups/articles)
- Re-create or make camera ready (if needed) all advertisements
- Receive, organize and coordinate electronic files/e-mails
- Project coordination: on-going communication and follow-up with editors and other contributors
- Supply proof printouts
- E-mail proofs to designated proofreaders
- Overnight mailing of proofs to editor (on an “as per need” basis)
- Revisions for author alterations
- Create PDF of final for NYSW Web site

### 5. Mailing Services (Must follow specific guidelines for Periodical mailing)

- Extract mailing list from client Web site for each issue
- Deposit client’s check for postage into client’s postal account
- Mount data
- Cass certify and NCOA of electronic data base
- Address, sort, bundle and deliver to post office
- Ship extra periodicals (50) to editor

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The project timeline from start (receipt of editor's final hard copy) to finish (delivery to post office) is two (2) weeks.

### 6. Terms and Conditions

The contract shall be for three (3) years (36 months) duration.

Either party may cancel contract with a 60-day notice, in writing, show cause and forward to the NYSWI president by selected contractor or from NYSWI president to selected contractor.

Deadlines for information, advertisements, etc., shall be agreed to by successful contractor and *NIKE* editor.

All proposals will be acknowledged. All expenses associated with the response to this proposal shall be solely borne by the bidder.

If a subcontractor is used within your proposal, he/she is the responsibility of the successful bidder in all matters. Questions regarding the proposal should be e-mailed to [mstelley@aol.com](mailto:mstelley@aol.com). Three (3) copies of the proposal and any/all samples should be sent to:

Mary Stelley  
NYSWI Finance Chair 2010-2011  
15274 Armes Court  
Gowanda, NY 14070

Proposals must be received on or before June 1, 2011 to be considered.