

**38<sup>th</sup> ANNUAL CITY OF FAIRFAX  
INDEPENDENCE DAY CELEBRATION 2004  
PROGRAM**

**Request for Proposal**

**Contact: Leslie Herman, Special Events Coordinator**  
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**Mailing Address:**  
City of Fairfax Parks &  
Recreation  
3730 Old Lee Highway  
Fairfax, VA 22030

**Quote date: March 3, 2004**

**Proposal due date: April 3, 2004 (in writing)**

The City of Fairfax is requesting two quotes based on paper weight for its annual Independence Day Celebration Program. Decision factors are cost, distribution, quality of product and deadline dates for receipt of material.

**Product:**

- A. A flexi size program (approximately 8 ½" x 11") consisting of a four-color cover and inside spread. Black and white on other pages.
- B. The City of Fairfax will use fourteen pages for photographs, maps, sponsors ads and editorial (including cover and inside spread), which will be provided to contractor.
- C. Remainder of program for ads which contractor is expected to procure.
- D. Ad content must not exceed print content (50/50 split).
- E. All type setting to be completed by contractor. Print material will be provided to contractor on disk.
- F. Contractor must be able to accept PC based MS Word files and tiff, EPS & JPEG files.
- G. Contractor must design cover of program using Celebration logo.
- H. The City of Fairfax has control of program content including editorial and ads. Alcohol, tobacco, firearms, pro-life, pro-choice and sexually explicit ads are prohibited from the program content. If an ad is questionable, the City of Fairfax will be contacted for review and approval before the ad is sold.
- I. The City of Fairfax has control of program content including editorial and ads.
- J. Contractor will provide pre and post event coverage with articles in newspaper.

**Quantity**

- A. Minimum # printed 45,000.  
5,000 to be distributed at parade and 40,000 inserts in paper in greater City of Fairfax distribution area, for example: zip codes 22030, 31 and 32. Contractor to provide description of distribution areas.
- B. Contractor must guarantee insert distribution to areas no later than a date agreed upon between the City of Fairfax and contractor.
- C. Contractor must guarantee inside delivery of 5,000 (bundled in sets of 100) by Friday, June 25, 2004, 4:00 pm to City of Fairfax Parks and Recreation office, 3730 Old Lee Highway, Fairfax, VA. (Equipment and loading dock are not available.)

**Paper Weight**

**Quote 1**

- A. Paper – 35# Newspaper – Bleach white

**Quote 2**

- A. Paper – 50# Newspaper – Bleach white

**Vendor should provide information on the following:**

- A) Distribution (including amounts to be inserted and locations/zipcodes).
- B) Schedule (deadline dates) for delivery of information to vendor and expected distribution date.