

**RAYTOWN C-2 SCHOOL DISTRICT
6608 Raytown Road
Raytown, MO 64133
816/ 268-7000**

REQUEST FOR PROPOSAL

**RAYTOWN HIGH SCHOOL YEARBOOK PRODUCTION
For the 2018/2019 School Year**

Purpose

The Raytown C-2 School District is seeking proposals from qualified printers for the production of High School Yearbooks. As a result of this RFP, Raytown School District expects to receive proposals, evaluate responses, select a vendor, and enter into a contract. Raytown School District makes no express or implied warranties whatsoever that any particular quantity or dollar amount of products and/or services will be received through any contract resulting from this RFP.

Cost:

Selection shall be made of the company deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal (RFP), including price, if so stated in the proposal. The proposer shall provide pricing based on the specifications of the yearbook as listed in Sections 11 and 12. Prices submitted shall include all the services and equipment needed to complete the scope of work with no additional charges.

Response Deadline:

To be postmarked *on or before* March 16, 2018 by

Mail delivery to the following address:

Raytown Quality Schools
Attn. Dr. Brian Huff RHS Yearbook RFP
6608 Raytown Road
Raytown, Missouri 64133

**Instructions to Proposers
Read Carefully**

Instructions: The instructions apply to all proposals and become a part of the terms and conditions of the resulting contract, unless proposer takes exception in writing when submitting.

The School District or RSD shall mean Raytown School District.

Late Proposals: Proposals must be in the Purchasing Office prior to the closing date and time. NO LATE PROPOSALS WILL BE ACCEPTED for any reason. It is the sole responsibility of the proposer to ensure timely delivery of the proposal. RSD will not be responsible for failure of service on the part of the U.S. Postal Office, courier companies, or any other form of delivery chosen by the proposer.

Facsimile: The School District WILL NOT accept faxed proposals.

Acceptance: The right is reserved to accept or reject any or all of the proposals, waive minor technicalities, and to accept the proposal most advantageous to the School District.

Authorized Signature: By signing and submitting a proposal, the proposer certifies and represents to the District that the proposer has not proposed, conferred, or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantage, information, recipient's decision, opinion, recommendation, vote or any other exercise or discretion concerning this proposal. Proposals must show vendor name and address and be manually signed. Failure to do so will disqualify the proposal. Person signing proposal must show title or AUTHORITY TO BIND HIS/HER FIRM IN A CONTRACT.

Invoices: Invoices must be prepared by the successful proposer and submitted to:

Raytown High School
6019 Blue Ridge Blvd
Raytown, MO 64133

Cash Discounts: Normal payment terms are approximately 30 calendar days, given that the goods and/or services received are in satisfactory condition. Any discounts available to the School District or early payment discounts should be noted.

Taxes: The Raytown School District is exempt from Missouri State Sales tax. TAX MUST NOT BE INCLUDED IN PROPOSAL. A tax exemption certificate will be executed by the Purchasing Department upon request.

Insurance: If insurance and/or worker's compensation is required by the school for said proposal item(s), proof of insurance and/or worker's compensation should be submitted. The School District reserves the right to review all insurance policies pertaining to item(s) to guarantee that the proof of coverage is obtained by the proposer.

Specifications/Samples: Any catalog, brand name or manufacturer's reference in the specifications are descriptive NOT restrictive, and are used to indicate type and quality level desired. Proposals on brands of like nature and quality may be considered unless specifically excluded. If proposing on other than reference or specifications, proposal must show manufacturer, brand, trade name, catalog and/or lot number, etc. on article proposed and certify that article proposed is equivalent to specifications. If other than specified brand of items are proposed, specifications, illustrations, and complete descriptive literature must be submitted with RFP unless previously filed with the Purchasing Department. Samples, if required shall be furnished prior to opening, free of expense to the School District, and if not used or destroyed in examinations and testing, will be returned to the proposer, if requested, at the proposer's expense. Each sample must be marked with the proposer's name, address, item number and RFP number reference. SAMPLES SHOULD NOT BE ENCLOSED WITH THE RFP.

Warranty/Maintenance Agreement: Any information regarding warranties and/or maintenance agreements pertaining to said item(s) are to be included in the RFP.

Proprietary Information: All material submitted to the School District becomes public property and is subject to the Missouri Sunshine Law. Specific proposal information is not shared with others until after the approval and the issuance of a contract by the Board of Education.

Addenda: Receipt of an Addendum must be acknowledged by signing and returning the Addendum with the proposal, if requested, or under separate cover prior to the due date. The Addenda containing pricing should be returned in a sealed envelope marked on the outside with the proposer's name, address, RFP number, and due date and time.

Evaluation: All proposals are evaluated for compliance with specifications before the price is considered. Proposers may furnish pricing for all or any portion of the proposal (unless otherwise specified). However, the School District may evaluate and award the contract for any item or group of items shown on the proposal, or any combination deemed most advantageous to the RSD. Proposals that specify "all or none" award may be considered, if a single award is advantageous.

Factors that may be considered are the contents of the response, the implementation of the project after award, personnel assigned to a project, the availability of the items or time required to complete a project, and previous job performance of vendors. Failure to comply with the listed General Conditions may result in disqualification.

Reservations: The School District expressly reserves the right to:

1. Specify approximate quantities;
2. Extend the opening date and time;
3. Consider and accept alternate proposals, if specified in the documents, when most advantageous to the School District;
4. Waive any informality, minor deviations from specifications,
5. Waive any minor informality in any proposal or procedure
6. Add additional terms or modify existing terms;
7. Reject any proposal because of unbalance unit prices;
8. Reject or cancel any or all proposals;
9. Reissue any proposal; and/or
10. Procure any item by other means.

Proposals: Submitted proposals should be organized in the following order and at a minimum include the following information:

1. Proposal cover sheet – provided in the RFP
2. Introduction of company, history, qualifications for this project
3. Description of curriculum program (if applicable)
4. Proposers form – provided in the RFP
5. Proposers questionnaire – provided in the RFP
6. References – provided in the RFP
7. Sample contract for such proposal
8. Discrepancies – identify by item number any terms, conditions, or specifications that your proposal may differ from the RFP.
9. Additional information, offers, alternatives, additional items for consideration as a part of the final contract.

Additional materials: Each proposer shall provide to RSD under separate cover prior to the deadline:

1. Sample yearbooks per the RFP Section 7.0 Samples
2. Marketing materials per the RFP Section 12.11 Marketing

1.0 Purpose - The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified printers for the production of High School Yearbooks. As a result of this RFP, Raytown School District expects to receive proposals, evaluate responses, select a vendor, and enter into a contract. Raytown School District makes no express or implied warranties whatsoever that any particular quantity or dollar amount of products and/or services will be received through any contract resulting from this RFP.

2.0 Background/Demographic Information - The Raytown School District includes two (2) high schools, grades 9 through 12, Raytown High School and Raytown South High School. **This RFP is specifically for Raytown High School for a period of one year (2018-19) but may be reviewed and renewed by the District for up to an additional four (4) years following the initial bid year (reviewable and renewable for 2019-20, 2020-21, 2021-22 & 2022-23).**

3.0 Scope of Work- Proposer shall provide software for creation, development, training, print, bind, and deliver yearbooks as specified by Raytown High School.

4.0 Performance Period - Rates and services submitted in this proposal shall be firm for a period of five (5) years total, beginning upon signing of contract by the District and ending five (5) years from that date: 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23 school years).

5.0 General Information

5.1 Point of Contact - The following individual shall provide clarification of the specifications for this RFP: All questions regarding this RFP shall be submitted via e-mail to **Megan Gerwick (megan.gerwick@raytownschools.org)**. The e-mail shall be clearly labeled with the appropriate title, RHS Yearbook Proposal Questions. Questions must be received no later than **2/28/18**. All written inquiries will be answered at the sole discretion of RSD. All questions should, to the degree possible, cite the specific RFP section and paragraph number(s) to which the question refers.

5.2 Right to Amend or Withdraw - Raytown School District reserves the right to alter, amend or modify any provision of this RFP, or to withdraw this RFP at any time prior to the award of a contract, if to do so is in the best interest of the District.

5.3 Ownership of Responses - All responses become the property of Raytown School District. Responses may be reviewed by any person after selected vendor or vendors and RSD have signed contracts. Raytown School District reserves the right to use any and all information and materials presented in reply to this RFP. Disqualification of a vendor does not eliminate this right.

5.4 Pre-agreement Costs - Raytown School District is not liable for any cost incurred by any responding vendor prior to signing an agreement.

5.5 Submission Requirements - To achieve a uniform review process and obtain the maximum degree of comparability, it is required that proposals be organized in the manner specified.

Each volume shall be submitted no later than 4:30 p.m. (local time) on **March 16, 2018**. Must be labeled "ORIGINAL" and contain original signatures.

The RFP must be submitted to:

**Raytown School District
Dr. Brian Huff RHS Yearbook RFP
6608 Raytown Road
Raytown, MO 64133**

5.6 Timeline - All RFPs will be reviewed on **April 2, 2018** with the desire to make a recommendation to the Raytown C-2 Board of Education at the **April 9, 2018** Board Meeting.

5.7 Notice of Award - The award of this RFP shall be sent out upon execution of a contract in a form accepted to the District. All responses and working papers pursuant to this RFP are considered confidential information until all contracts have been executed.

6.0 Yearbook Pricing - The proposer shall provide pricing based on the specifications of the yearbook as listed in Sections 11 and 12. Prices submitted shall include all the services and equipment needed to complete the scope of work with no additional charges.

7.0 Samples - Each proposer shall submit, with the proposal, literature on the proposed items desired. **Samples of at least three (3) comparable four-color yearbooks (one copy each) are required to be submitted with this proposal.** Books submitted must have been produced using state-of-the-art publishing with digital images. Books from the Kansas City Metropolitan area with schools of similar size are expected, and the school must have been serviced by the representative submitting this proposal and should include the name and phone number of the school District's contact person. **Samples must be picked up, at proposer's expense, no later than ten (10) days after award announcement. After that time they become the property of RSD. Failure to submit samples with proposal submission may result in vendor's disqualification from the proposal process.**

8.0 Basis of Award

8.1 The proposal evaluation committee shall choose the proposer who is deemed to be in the best interest of the District based on, but not limited to, the following factors:

- 8.1.1 Responsiveness and completeness of the vendor's proposal, including whether or not the vendor has provided all information requested in the RFP.
- 8.1.2 Proposer's understanding of and ability to address the RFP requirements, including whether the proposal meets the specifications of the RFP.
- 8.1.3 Experience of the vendor as provided by the references. References from current customers regarding past performance, quality of printing, and expertise of the representative will be considered.
- 8.1.4 Quality of the samples submitted.
- 8.1.5 Quality of the services provided.
- 8.1.6 Number of services available to students.
- 8.1.7 Cost.
- 8.1.8 Proposed delivery schedule.

8.2 Raytown School District will review all responses submitted and select one or more proposers for further negotiations.

8.3 Proposers are advised that, in the event of receipt of an adequate number of which, in the opinion of Raytown School District, require no clarification and/or supplementary information, such proposals may be evaluated without further discussion. Thus, the initial proposal from each vendor should represent the vendor's most complete and favorable terms from a technical standpoint. Should the proposals submitted require clarification and/or supplementary information, vendors should be prepared to submit such additional information in a timely manner, when requested to do so.

9.0 Other General Terms and Conditions

9.1 All proposals will include inside delivery of yearbooks to **Raytown High School** and to one (1) designated location within the building.

9.2 The use of specific manufacturer's names and models are for brevity only and do not necessarily mean the items are required; indicate the equivalent.

9.3 Any item that does not perform or meet tests as specified or as claimed by the proposer will be replaced at no cost to the District.

9.4 Transfer or assignment of the contract by the proposer is prohibited.

9.5 The staff at Raytown High School will retain exclusive right and control over the design of the yearbook. The proposer will strictly adhere to layouts and accompanying printing instructions.

9.6 Books misprinted, poorly bound or damaged by the proposer or in shipping will be credited at full price by the proposer on the final invoice, and after the certification of the damage by the representative, the books will be retained by the District, if desired, for contest use and/or instructional purposes.

9.7 If serious problems in printing exist because errors have not been corrected by the proposer from instructions on proofs, or if the general quality of the printing is not acceptable, the proposer will be expected to reprint the book without duly delaying the scheduled delivery and at no additional charge. If requested, the District will be taken to the plant at the proposer's expense to approve the reprinting. The proposer will also submit a written explanation of any delay and items not corrected to the school administration.

10.0 Cancellation/Default of Contract

In the event the successful proposer, through any cause, should fail to fulfill the agreed upon obligations in an effective and timely manner, the District shall have the right to terminate its contract by specifying the date of termination in written notice to the selected vendor at least thirty (30) days prior to termination date. The RSD also reserves the right to procure the articles or services from other sources and hold the defaulting vendor responsible for any excess cost incurred. No contract assignment will be allowed. The District also has the right to terminate the contract for no reason upon thirty (30) days' written notice.

11.0 Yearbook Production Specific Requirements

Detailed yearbook specifications will be given by yearbook staff at Raytown High School at the time of the order. For purposes of evaluation the following specifications will be used to set a base price. These specifications may be changed at the discretion of the school prior to ordering, but shall be used for proposal pricing.

11.1 Trim Size: 9"x12"

11.2 Delivery Date: Delivery shall be during the month of **May** (as determined by school)

11.3 Number of copies: Approximate quantity will be **700-800 copies**.

11.4 Number of pages: Approximately **304 pages**, four color

11.5 Binder's board: 160 pt.

11.6 Paper: **100-pound** gloss, matte, or mix

11.7 Software: **Mac and Windows** software and plug-ins (if necessary) supplied by the proposer, **25** licenses for professional-level page design software per school

11.8 Fonts: Unlimited use of fonts at no additional charge

11.9 Index: Included in page count, paginated within page design software.

12.0 Additional Yearbook Production Requirements

12.1 Cover/Endsheets - The proposal shall reflect a hard case cover, using heavyweight 160 pt. tempered Binder's Board (not chip board) and first quality materials. Covers are to be:

12.1.1 Four-color with two applications, or

12.1.2 Embossed vinyl material with one applied color or one foil color for stamping.

The school must approve charges/credits for additional/fewer applications before the cover is approved for production. Samples of Binder's Board, cover materials and a variety of covers will be submitted to the school upon request; also, a selection of standard embossed covers is to be made available to the school upon request. Successful proposer is to provide a choice of at least 30 cover materials. A full color mock-up is included at no additional charge.

12.2 Binding - Books will be tightly **Smyth** (section) sewn with a pre-stretched nylon binder's thread. Each book will be back lined with heavy book cloth, rounded and backed and cased into the cover.

12.3 Paper Stock - All inside pages will be printed on 100# paper stock, using one of two paper surfaces (gloss, matte).

12.4 Ink -The proposal pricing shall include printing in first-quality four-color ink throughout the book. Include credits for signatures that are all Black and White.

12.5 PDF Creation and Certification Software All computer software must function with the Adobe Product line and the company must offer upgrades to match any district upgrades in the products. All computer software must be available in **Mac and Windows** format. Proposer shall provide the following at no charge Raytown High School. The software must be a link management system of software plug-ins that check all photos and graphics used on a spread; it ensures that all photos are of publishable resolution, that all photos have not been stretched in any manner, that all photos are CMYK in color for publishing, that all fonts are attached to the file properly, that all photo links are solid ensuring high-quality reproduction.

12.5.1 Templates containing at least 800 pre-designed layouts, which may be customized, as well as blank yearbook templates for a variety of column designs, as well as custom columnar plans.

12.5.2 Ladder: Ladder diagrams will be provided in a blank template on disc, a poster, and 8.5 x 11 binder-size formats.

12.5.3 Software for indexing management - Proposer will provide Raytown High School with indexing program that will automatically invert names and list them alphabetically with appropriate page numbers following each name.

12.6 Layout Submission - Raytown High School requires complete PDF or other electronic file submission process that prints straight from the file to the negative with reproduction quality no less than 2400 DPI using **Adobe InDesign 2017** or higher. All work must be done inside the plant; outside work will not be acceptable. Include a listing of credits for PDF signatures returned on time.

12.7 Digital Images - Proposer must accept digital images; the sales representative must be skilled and experienced in this area.

12.8 Color - Proposer is to supply the school with updated color charts, including choice of screens, on an annual basis. This will be used for some of the pages of the yearbook.

12.9 Art Work - Two hours of creative/mechanical artwork time by proposer's artists will be included in the proposal. The time is used at the discretion of the yearbook advisor at Raytown High School.

12.10 Portrait Pages - Proposer must be able to accept a CD from an approved photographer and be able to flow the photo images from the CD onto the yearbook page without requiring that the yearbook staff type names or sticker the individual pictures. Proposer must provide Raytown High School with editing software so that the school's staff may edit spelling of names and correct grade levels as needed before flowing names onto pages. In addition, the proposer must be able to provide the staff with completely customizable templates to flow the images onto.

12.11 Marketing -The proposer must have a full line of merchandising materials that are available for Raytown High School to utilize. *Samples or a list of such marketing tools must be sent with the RFP response or under separate cover prior to the opening of the RFP.*

12.12 Proofs - Proposer is required to give school one set of full four-color proofs (100% size) that show the complete page - pictures, artwork, graphics and type - on a single page unit. Proofs must be received for every page in the book and a full-color mock-up of the cover must be submitted by the proposer to the District for correction before printing. Press run, true color, Sherpa or equivalent qualify proofs should be available upon request from the school, prices quoted at time of request.

12.13 Proof Correction -All files will be sent back to the school along with the proofs so the yearbook staff can make corrections directly to the files. There will be no charge for corrections made on the proofs. Any corrections made on the proofs must be corrected by the proposer, following the school's instructions. Pages requiring corrections will be resubmitted for second proofs if the school deems it necessary. Second proofs will not be chargeable and will not affect the delivery date if they are returned to the proposer within ten (10) working days of receipt by the school. The time must take into account the district schedule and school vacations or release times.

12.14 Schedules - Submission deadlines and delivery date will be established and must be mutually agreed upon by the school staff and the proposer, working within the dates established by the individual school's graduation date and by the Raytown School District. Delivery date will be no more than twelve (12) weeks after receipt of the final deadline by the proposer.

12.15 Service - A trained qualified local representative **with at least 7 years' experience** dealing exclusively in yearbooks will be available at all times for consultation with the school's yearbook staff and will meet with school's yearbook staff on a regular basis, at least once every four (4) weeks; such meetings are to be scheduled at the school's convenience. Evening or weekend meetings may be scheduled, if deemed necessary by a school's yearbook staff. The representative will assist the yearbook staff in the areas of design, photography, copy writing, typography, production techniques and computer use. The representative must have a portable computer and have access to online information from the proposer's mainframe 24 hours a day, in order to gain specific knowledge about the production stage of the yearbook. This online service must provide the sales representative with immediate specification information such as proof status, deadline status, as well as the exact production location of each page at any given time. The proposer must also make this information available to the yearbook staff at Raytown High School via Internet access. The representative will make available varied media instructional materials developed by the proposer covering all aspects of yearbook production. The proposer will provide a toll-free telephone number, fax number and e-mail address to the plant and to the representative for the yearbook staff's use.

An in-plant customer service representative will be assigned to work with school's yearbook staff to troubleshoot problems, and answer production-related questions and follow materials throughout production. Both the representative and the in-plant customer service advisor will be skilled in **Mac and Windows** version of InDesign, as well as any other computer applications used by the District in the production of the book. An in-plant computer specialist will also be available to the yearbook staff at Raytown High School. The representative must submit complete answers to the information required in the Proposal Questionnaire. Failure to do so may result in rejection of the proposal.

Raytown School District

Raytown High School Yearbook RFP

RFP Attachment #1

Company/Agency Information: Identify the name of the company or agency submitting this response and state the address of the business location from which the District account will be managed. This will be considered your company/agency approval for the RFP submittal information include as attachments.

I {We} are proposing in accordance with the general conditions and established specifications.

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX NUMBER: _____

E-MAIL ADDRESS: _____

FEDERAL TAX ID #: _____

WEB SITE: _____

Contact Person: _____

Title/ Responsibility: _____

Phone: _____ **E-Mail:** _____

Cell: _____ **Fax:** _____

AUTHORIZED SIGNATURE: _____
Print/Typed

AUTHORIZED SIGNATURE: _____
Signed

DATE: _____

Raytown High School Yearbook RFP

Attachment #2

School District Experience: Provide the attached list of company references within Missouri with an emphasis on the Kansas City area and/or any state.

#1 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

#2 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

#3 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

Raytown High School Yearbook RFP
Attachment #3
PROPOSER'S QUESTIONNAIRE

Name of Representative living within 50 miles of school. Must list representative, years of experience, address, phone number, fax number, e-mail address, and other contact information:

How many years has the sales representative been with the company? _____

Name of in-plant customer service representative and any other technical support personnel that will be available and their contact information:

List any workshops hosted by the proposer featuring nationally recognized journalism speakers. Detail where workshops are located; it is preferred that they be in Missouri. Please list all workshops, their locations and dates:

Is yearbook curriculum provided at no charge by the proposer? Yes _____ No _____

Please provide publishing plant address and phone number.
(NOTE: Publishing plant does not have to be located in the state of Missouri).

What tools (software) do you support? Please describe

How many years has your company been in this type of business? _____

Do you currently hold any school district contracts? Yes _____ No _____
If so, please indicate below:

Minimum Order Requirements: _____

For evaluation purposes, list pricing per Raytown School District specifications

Per book \$ _____ Total \$ _____ (based on **700-800** books)

What would be the price change, if any, for each additional 50 books ordered?

Per book \$ _____ Total \$ _____

What would be the price change, if any, for each 50 books deleted from the order?

Per book \$ _____ Total \$ _____

Please provide pricing for these additional options, clarify if price is per page or per book:

Four-color end sheets \$ _____ page/book

Additional signature pages \$ _____ page/book

Additional pages in sets of four \$ _____ page/book

Additional pages in sets of eight \$ _____ page/book

Name-stamping, one line, choice of foil color \$ _____ page/book

Name-stamping, two lines, choice of foil color \$ _____ page/book

Please provide credit amounts for the following (if available):

Black and white page credit \$ _____ page/book

WHAT IS THE NUMBER OF CALENDAR DAYS REQUIRED TO PLACE MATERIALS IN THE SCHOOL'S RECEIVING POINT AFTER RECEIPT OF ORDER UNDER NORMAL CONDITIONS? _____

The undersigned swears to the truth and accuracy of all statements/answers contained herein:

AUTHORIZED SIGNATURE: _____

DATE: _____