

# 2022 Newsletter Printing RFP Q & A

Posted 8/30/22

- 1) Would you supply our designer with all the required content needed to go in the newsletter for each issue? If yes, how far in advance do you gather all of the content?**

Yes, OCRRA would supply all written copy and images (on occasion we would ask for help finding stock photography or clip art, but we do have our own iStock subscription, so we generally pull from there unless there isn't something applicable, but, this is the exception, not the norm). We also provide instructions in the form of a spreadsheet on desired location for articles, though many of them can have flexible placement.

We work with the printer / designer to set a schedule that works with the press timing. Historically, we have provided all content a week to two weeks in advance of the press run, understanding that multiple digital proofs are needed to get the newsletter looking top-notch.

- 2) Would you consider increasing the page count of the newsletter to give more breathing room for the content? This might allow for a cleaner look to the newsletter moving forward – just a thought.**

At this juncture, OCRRA will stick with the current page count for the tabloid layout. We might consider increasing the page count of the square layout. Vendors should provide pricing for 8-page documents at one or both desired sizes (pending their print capabilities) and then note separate pricing for higher page count newsletter options.

- 3) The quantity range is stated at 60,000 – 70,000. Does this include an estimate for spoilage?**

Yes. OCRRA will inquire close to print time what circulation is looking like and ask distribution sources to provide quantity needs, including spoilage. This will be communicated in advance of the print run to the print vendor.

- 4) In the section on Delivery (pg 4) it states delivery to OCRRA's main offices and Central Library – How many copies need to be delivered to each of these locations, are these amounts included in the 60,000 – 70,000 print quantity? Is there an expectation of redelivery to either of these sites if they run out of copies in that quarter or when they run out they run out?**

OCRRA provides a spreadsheet noting quantities required for each of the libraries, which are all delivered (appropriately labeled for each library destination) to the Central Library where they disseminate them to the individual libraries. Recently the number going to the Central Library has been around 1,000 and those going to OCRRA's main office have been around 3,300. These amounts are included in the 60,000-70,000 print quantity range noted in the RFP. There is no expectation to redeliver to any of those sites. When they run out, they run out.

- 5) Does Layout services mean – working with OCRRA on the layout, design and production of a digital file to be sent to the printer? Will a digital version that is suitable for your website also need to be included?**

Yes, layout services means taking articles and images in from OCRRA and having a designer lay them out in industry standard digital layout software (InDesign is preferred, but we are open to other software) according to OCRRA's request. We have been doing this newsletter for a long time and believe we have a streamlined process for sending articles, images and instructions to the designer. We send everything at once, not in drips and drops. We go through multiple proofs to get the layout and content right. A lower resolution PDF is required for posting to our website.