



Canadian Lakes Property Owners Corporation

# Request for Proposal

August 14, 2017 | The Canadian Laker Publication

Submit to:  
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## 1. SUMMARY AND BACKGROUND

The Canadian Lakes Property Owners Corporation (CLPOC) is currently seeking proposals for the publication of its bi-monthly members magazine, *The Canadian Laker*. We are seeking a firm that will provide the layout, sell advertising, and print and ship the publication to Canadian Lakes members domestically and possibly internationally at times. In addition, this firm would provide creative input. The CLPOC will furnish editorial content and supportive photography. *The Canadian Laker* serves as the official communication from the CLPOC Board of Directors, but it is also an internal and external form of marketing and advertising to Canadian Lakes members. We wish to enter into a two-year agreement with the firm best able to deliver exceptional customer service and a professional appearance. This firm will be proactive in a partnership with the CLPOC that fosters a positive team environment. Both will work seamlessly together to produce a quality publication that is valued by CLPOC staff and members while being financially beneficial for both the firm and the CLPOC.

The purpose of the Request for Proposal (RFP) is to solicit proposals from qualified firms, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate that best aligns with our needs and requirements.

The CLPOC is a not-for-profit corporation organized on a membership basis and consists of approximately 4,500 members. The CLPOC staff and members are committed to the continued economic growth and prosperity of Canadian Lakes and to preserving and enhancing the area's exceptional quality of life.

## 2. PROPOSAL GUIDELINES

This RFP represents the requirement for an open and competitive process. Proposals will be accepted until 5 p.m. EST, Friday, September 30, 2017. Any proposals received after this date will not be considered. The selection will be made and notification will be given no later than Friday, September 29, 2017.

## 3. PROJECT PURPOSE

*The Canadian Laker* is a combination of a member newsletter and a general magazine, appealing to both current Canadian Lakes members as well as non-members interested in joining the Canadian Lakes community. *The Canadian Laker* enhances the CLPOC's ability to market and advertise itself both internally and externally.

#### **4. COMPONENTS OF THE CANADIAN LAKER**

The Canadian Laker's cover is printed on 8 ½" x 11" 70# gloss paper and inside pages are printed on 50# gloss paper. The entire publication is to be printed in full color and can range in number of pages; however, it is approximately 60 pages in its entirety. The publication consists of 14 standard articles with a number of one-time articles. Typically, each article is one to two pages. Photos accompany many articles.

The CLPOC has a committed and diligent volunteer staff of editors and writers who compile all editorial content. Volunteer photographers are also used for quality photos to coincide with content, including cover photos.

Quantity: minimum of 4,600 copies

Publication frequency: Bi-monthly beginning with the June/July 2018 edition.

#### **5. SERVICES SOUGHT FROM FIRM**

The CLPOC wishes to contract with a firm that will perform the following.

- Design layout consistent with current publication and the CLPOC's style guide while providing leading-edge suggestions for change based on industry strategies and standards.
- Sell advertising space in the Canadian Laker.
- Handle invoicing, billing and collection practices for each advertiser.
- Coordinate obtaining or creating print-ready artwork for the advertisements sold.
- Paginate editorial and advertising content.
- Maintain a 60/40 split of editorial (60%) and advertising (40%) content.
- Publish a minimum of 4,600 copies of *The Canadian Laker* on each pre-determined publication date.
- Ship *The Canadian Laker* to each address provided by the CLPOC.
- Provide a digital rendition of each issue to CLPOC for online version availability on the Canadian Lakes members' website.

## 6. SERVICES TO BE PROVIDED BY CLPOC

The CLPOC will provide the following to the contracted firm.

- Full editorial content and supportive photography, including cover photo, by established deadlines in appropriate format
- Updated mailing list
- Introduction of firm's sales team to current advertisers as well as other key community contacts
- All postage costs incurred for shipment and handling of *The Canadian Laker*.

## 7. SUBMITTING YOUR PROPOSAL

Please provide the following items as part of your proposal for consideration.

- A detailed description of your firm's experience in producing such publications as the magazine described above, along with a hard copy of your firm's said publication(s)
- A detailed, itemized list of any/all publication elements that your firm offers (including additional technological enhancements/features)
- A projected timeline with deadline dates for publication of each issue--This RFP will begin with the June/July 2018 edition. Each publication (bi-monthly) must be in homes the first week of every other month. See table below.

Edition	In-home
June/July 2018	1 <sup>st</sup> week of June 2018
August/September 2018	1 <sup>st</sup> week of September 2018
October/November 2018	1 <sup>st</sup> week of October 2018
December/January 2019	1 <sup>st</sup> week of December 2018
February/March 2019	1 <sup>st</sup> week of February 2019
April/May 2019	1 <sup>st</sup> week of April 2019

- Projected ad sizes and rate card to be implemented for advertisers
  - The projected revenue that the firm will generate with each publication
  - Any added value that can be provided to the CLPOC (print advertisements, online advertisements, etc.)
  - The names and contact information for references from at least two organizations for which you have produced similar directories or publications, and a sample of those
  - Acknowledgement of your intention to outsource any of the responsibilities; and if so, who you will outsource to (if name is available.)

## 7. PROPOSAL EVALUATION CRITERIA

Experience, understanding of the project, firm reputation, creativity, and ability to complete a project within the requested timeframe will all be considered in awarding this contract. Focus will be on the firm's ability and willingness to truly partner with Canadian Lakes for a trustworthy, amicable and lucrative professional relationship that fosters a team environment.

*Preferred method of delivery is by mail to Jessica Slendak, CLPOC Marketing Director. For questions, please contact Jessica Slendak via email at [jslendak@clpoc.org](mailto:jslendak@clpoc.org).*