



**REQUEST FOR PROPOSAL**  
**FY 2021-23**

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**PRINTING/MAILING CITY OF  
MISSION VIEJO PUBLICATIONS**

**2021-23 RFP - SPECIFICATIONS/REQUIREMENTS FOR  
PRINTING/MAILING CITY OF MISSION VIEJO PUBLICATIONS**

**MISSION VIEJO LIFE (MV Life)**

**Proposal A**

<b>SPECIFICATION</b>	<b>DESCRIPTION OF REQUIREMENT</b>
<b>Layout Size</b>	11x17" fold to 8.5x11" 28-page self-cover
<b>Stock:</b>	80# Satin Book – minimum 10% PCW recycle content* *Provide separate quote(s) for different paper stock if substantial savings can be realized, and/or based on paper stock availability. Please specify paper brand, and sheet-fed or web-based printing type in quote(s).
<b>Ink</b>	4/4
<b>Quantity</b>	38,000
<b>Mailing</b>	Approx. 36,500 copies will be mailed to all resident and business addresses in Mission Viejo. Contractor must provide mail-house services.

**Proposal B**

<b>SPECIFICATION</b>	<b>DESCRIPTION OF REQUIREMENT</b>
<b>Layout Size</b>	11x17" fold to 8.5x11" 32-page self-cover
<b>Stock:</b>	80# Satin Book – minimum 10% PCW recycle content* *Provide separate quote(s) for different paper stock if substantial savings can be realized, and/or based on paper stock availability. Please specify paper brand, and sheet-fed or web-based printing type in quote(s).
<b>Ink</b>	4/4
<b>Quantity</b>	38,000
<b>Mailing</b>	Approx. 36,500 copies will be mailed to all resident and business addresses in Mission Viejo. Contractor must provide mail-house services.

**OUTLOOK**

**Proposal C**

<b>SPECIFICATION</b>	<b>DESCRIPTION OF REQUIREMENT</b>
<b>Layout Size</b>	11x17" fold to 8.5x11" Cover plus 12-page text
<b>Stock:</b>	Cover: 80# Satin Gloss Cover – minimum 10% PCW recycle content Text: 80# Satin Gloss Book. Please specify paper brand in quote(s).
<b>Ink</b>	Cover: 4/4 + UV Coating - Outside Cover Text: 4/4 + Gloss Aqueous
<b>Quantity</b>	2,500
<b>Mailing</b>	Under this scenario, the publication will not be mailed.

<b>Mail house services:</b>	For MV Life, contractor will coordinate and prepare for simple carrier-route mailing by the USPS. Delivery to the Mission Viejo post office required. For additional information, see Delivery and Customer Service sections below.
<b>Design/artwork:</b>	<p>Mission Viejo Life is a 28-page (or more) recreation and community services brochure that is designed by a City of Mission Viejo employee. Content will be provided to printer via FTP.</p> <p>Outlook is a 16-page, editorial format community magazine. Outlook is designed by a City of Mission Viejo employee and content will be provided to printer via FTP.</p>
<b>Printing:</b>	Direct to plate technology system with full bleed capability. Flat sheet-fed printing preferred, but web-based printing may be quoted for Mission Viejo Life. Extra copies from printing overruns to be provided to the City at no additional cost.
<b>Bindery:</b>	Trim, fold to 8x5x11" and saddle stitch.
<b>Services:</b>	Have graphic design services (hourly rates) available for emergency assistance/changes, utilizing industry standard current software (Adobe InDesign, Photoshop, Illustrator.)
<b>Proof:</b>	Match Print final proof delivered to the City within three working days of FTP posting.
<b>Delivery:</b>	For MV Life, approximately 36,500 copies must be delivered to Mission Viejo Post Office (see Mailhouse Services above.) Approximately 1,500 copies of finished product will be delivered to the City of Mission Viejo facilities (city hall, recreation centers.)
<b>Shipping:</b>	Coordinate and prepare for saturation mailing by USPS and delivery to the Mission Viejo Post Office in the format required for distribution.
<b>Customer service</b>	Consultant shall obtain precise postage pricing (for each issue) from the USPS, based on weight and exact quantities required for mailing to every resident and business address in the City of Mission Viejo. Consultant shall provide the necessary information for the City to prepare the check for postage costs for each publication. Pick up check from city hall, when notified, and deliver payment to Mission Viejo Post Office. Consultant to provide pick-up and delivery service for artwork, proofs, and remaining product to Mission Viejo City Hall. Consultant shall

designate a single project manager to be the contact person for these projects.

**Schedule:**

The publications must be completed (printed, folded and stitched) within 12 working days from the date the proof is approved.

For this contract there will be two issues of Mission Viejo Life produced in the first year of the contract and 3 issues produced in the second year, and for Outlook one issue in the first year and two issues in the second. Estimated dates for the issues of Mission Viejo Life to be delivered to the USPS are in mid-February, mid-May and mid-August.

Scheduled delivery to printer (via designer or City). Dates are approximate:

Publication	Issue	Final Delivery to Printer
Mission Viejo Life	Spring 2022	January 14, 2022
	Summer 2022	April 15, 2022
	Fall 2022	July 17, 2022
	Spring 2023	January 13, 2023
	Summer 2023	April 14, 2023
Outlook	Spring/Summer 2022	Late February 2022
	Fall/Winter 2022	Late August 2022
	Spring/Summer 2023	Late February 2023

**References:**

Provide the contact person’s name, business, address, office phone number, and cell phone number and at least five (5) local references. Include contacts that are familiar with your work on projects similar to this one and include contacts at Orange County cities if possible.

**Deliverables:**

**Proposals are due by 10:00 a.m. on Tuesday, September 21, 2021.** Provide one original copy of all proposal materials including Specifications/Requirements, the Cost Summary Sheets, references, and 5 samples of your work on comparable projects.

Please use this Cost Summary Sheet to provide a quote for this project (fill in each item)

**COST SUMMARY SHEET**  
**PRINTING OF**  
**Mission Viejo Life**

	<b>Mission Viejo Life A</b> 80# Satin Book -- minimum 10% PCW recycle content 38,000 (up to 5 issues over 2 years) 28-page, self-cover, 11x17" sheets	<b>Mission Viejo Life B</b> 80# Satin Book -- minimum 10% recycle content 38,000 (up to 5 issues over 2 years) 32-page, self-cover, 11x17" sheets
Print, fold to 8x5x11" and saddle stitch	\$	
Bundle/deliver to USPS	\$	
Sales tax	\$	
Sales tax credit - Mission Viejo Businesses Only	<\$	>
Pick-up/delivery service	\$	
Applicable discounts	\$	
Additional charges	\$	
Total cost per issue	\$	x 5 = \$
<b>Grand Totals</b>	\$	\$
Please provide an estimated postage fee for saturation mailing based on today's postage rates to mail 36,500 copies of this booklet (extras are for City facilities)	\$	\$

Printing process  
 (Direct to plate - yes or no)

\_\_\_\_\_

Graphic file enhancement  
 (hourly rate)

\$ \_\_\_\_\_ \$ \_\_\_\_\_

Please return proposals by 10:00 a.m. on Tuesday, September 21, 2021.  
 Email to Robert Schick, Director of Community Relations  
[rschick@cityofmissionviejo.org](mailto:rschick@cityofmissionviejo.org) - (949) 470-3034

Please use this Cost Summary Sheet to provide a quote for this project (fill in each item)

**COST SUMMARY SHEET**  
**PRINTING OF**  
**OUTLOOK**

**Outlook A**  
 80# Satin Gloss Book with gloss cover,  
 minimum 10% PCW paper  
 2,500  
 (up to 3 issues over 2 years)  
 Cover plus 12-page text, 11x17" sheets

Print, fold to 8x5x11" and saddle stitch	\$
Sales tax	\$
Sales tax credit - Mission Viejo Businesses Only	<\$ >
Pick-up/delivery service	\$
Applicable discounts	\$
Additional charges	\$
Total cost per issue	\$ x 3 =
<b>Grand Totals</b>	\$

Printing process  
 (Direct to plate - yes or no)

\_\_\_\_\_

Graphic file enhancement  
 (hourly rate)

\$ \_\_\_\_\_ \$ \_\_\_\_\_

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