

RFP for Graphic Design Services

The Rockland Business Women's Network announces a request for proposals for graphic design and print services for its 2012 Annual Dinner.

The Rockland Business Women's Network (RBWN) supports and empowers women by providing networking and educational opportunities. This non-profit organization focuses on leadership and professional development, building personal and professional relationships, and community support through scholarships and training. RBWN is dedicated to women helping women.

Graphic Design Product

The following items are to be designed and sent to printer by the selected graphic designer:

- **500 Save the Date Postcard**
2 sides
4 x 6 4/4 postcard
- **500 Invitations with score and bleed**
2 sides
10x7 • 14pt C2S / UV1S • white, 4/4
- **500 envelope for invitation**
1 side
Envelope • A-7 • white
Side 1 Ink(s): pms purple (255)
- **500 rsvp card with score**
2 sides
4x6 • 14pt *matte coated* • white, 4/4
- **500 envelope for rsvp**
1 side
Envelope • A-6 • white
Side 1 Ink(s): pms purple (255, subject to change)
- **400 Journal/Directory**
72-80 pages, black and white, except for 8-12 center pages plus covers, 4/4
5.5 x 8.5 inches
spiral bound
covers, 14pt C2S / UV1S • white, 4/4

Pertinent Information

RBWN will provide Designer images and content to incorporate into the postcard, invitation and journal/directory. Advertisers to present camera ready art for Journal/Directory.

Designer will work directly with RBWN Marketing Committee and Executive Vice-President.

RBWN will provide information for postcard design elements and text by January 5; postcard should go to print (assuming a 5-day print run) by January 15, 2012. Designer should choose Printer who can send bulk mailings (for postcard and invites).

RBWN will provide information for invitation design elements and text by February 15; final text by February 25, 2012. The invitation to go to print (assuming a 5-day print run) by 5pm April 9, 2012.

RBWN will supply mailing list to Designer and/or printer.

All material becomes the property of RBWN.

Submission Requirements

The following are to be included in designer's proposal:

- Two examples of commissioned, printed postcards, invitations and journal
- Contact information for your two most recent or current clients—telephone numbers mandatory
- Design software used (InDesign and Illustrator preferred)
- All-inclusive fee

Please limit design samples to five.

Timeline

RFP issued	December 15, 2011
Deadline for questions	December 18, 2011, 4pm; questions must be submitted via email..
Deadline for proposals submitted	December 24, Noon
Determination made	January 1, 2012, 4pm; only the selected designer will be contacted.
Method of submittal	Email or hard copies are acceptable.
Contact/Submittal information	<u>info@rbwn.org</u> RBWN, 15 N. Mill St, Nyack, NY 10960