**Request for Proposals**

**Stephenson County Community Guide**

The ALL IN Stephenson County Community Guide is a gloss-text, bound publication used to promote and highlight the businesses, attractions, and events in Freeport & Stephenson County. The guide is distributed as tourism information as well as those interested in residing and working in the area. In addition, the publication is used as a membership guide providing a member directory and information as well as community information. Sections of the guide include but are not limited to calendar of events, local attractions, business services, county and city maps, and highlights of local communities.

The Greater Freeport Partnership is seeking proposals to sell advertising, design, publish and print the 2024-2026 Community Guide. This is a three-year contract opportunity. Mandatory elements of the submission include:

* Ability to publish the guide in a digital format for online publication with links to advertisers and attractions
* Member and non-member advertising rates
* Advertiser Index
* Open, detailed communication system with Partnership team
* Revenue share details and advertiser rates specific to three-year guaranteed commitment. (How will this commitment help us and our advertisers?)

Specifications for the Guide Include

* Near 56 pages
* Glossy-text and bound
* Gate-folded, pull-out map at center of the book
* 20,000 copies printed

**Deadline for submission: September 11, 2023**

Please include in your proposal your plan on how you would address the following topics:

1. Advertising
2. Would you be interested in selling the ads for this book?
   1. Do you have ad rates in mind?
   2. What ad sizes would you make available?
   3. How would you be communicating with advertisers?
   4. How do your salespeople communicate with the Partnership during the campaign?
   5. Would you offer services to the advertiser to design their ads? Do you charge additional fees for this service?
   6. How would you go about creating the advertising pricing model?
   7. Would you be open to collaborating with the Partnership on ad pricing or sizes?
   8. What is your process for ensuring ads fit within the overall design and look of the publication?
3. Do you have a revenue share model that would generate income for the Partnership?
4. Design
   * + 1. Do you have set templates you use for projects or is the layout fluid as needed for content?
       2. Do you charge for additional stock photography used?
       3. Do you make your own maps? If not, who do you outsource to and what do they charge?
5. Other
6. Do you have services you could provide to our organization?
   * + - 1. Digital content assets
         2. Map services
         3. SEO/SEM
         4. Community Guide Distribution
         5. Storage of guides until needed
         6. Copy writing services
         7. Photography services
         8. Additional fees for services. Please list all.
7. References

1. Please provide three references of similar size to our organization and a copy of each of their guides.

1. Proposed Timeline
   1. RFP released – August 28, 2023
   2. FAQ Zoom Session – September 6 at 2 pm   
      (email [nhaas@greaterfreeport.com](mailto:nhaas@greaterfreeport.com) for link)
   3. RFP submissions due – September 11
   4. Company chosen and notified – September 19
   5. Ad sales begin – October 16
   6. Photo Deadline – November 10
   7. Advertising Sales Deadline – November 30
   8. Copy Deadline – November 30
   9. Draft review – December 20
   10. Release copy for print – January 8
   11. Publications delivered – February 15

Proposals can be submitted via mail or email. Sample/reference publications must be received in hard copy.

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