

South Bay Cities Council of Governments

September 12, 2016

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director

SUBJECT: Review of Newsletter Costs

BACKGROUND

It has been more than three years since we have reviewed the cost of producing our quarterly newsletter. Therefore, staff has gotten four bids which are attached and which are all similar.

EVALUATION

The SBCCOG newsletter is currently a two-color, trifold paper document which is mailed out, handed out at events, and also converted into a PDF to be e-mailed and posted on the website. Typically, 1,500 paper copies are ordered, but during General Assembly an additional 500 copies are ordered to meet the needs of that event.

Marina Graphics, our current vendor, has been very easy to work with and very helpful and accessible by phone. Their tri-fold product looks good and serves our needs. Their layout person does take a few go arounds to get it to a final version, but they also allow us to add in last minute changes in the layout phase (for example, adding in new sponsor names for the General Assembly) without charging additional fees. Staff believes that the other vendors will charge for each change that they do and may exceed the estimated cost in the quote (especially for Sir Speedy and APC) as this practice is common in the printing industry.

RECOMMENDATION

Approve continuing to contract with Marina Graphics at a cost of \$500 for layout and \$1,425 plus tax for 1500 copies and \$1,525 for 2,000 copies for General Assembly distribution for the SBCCOG tri-fold quarterly BAYWATCH newsletter.

NEWSLETTER PRINT QUOTE SUMMARY

Note: currently paying \$500 lump sum for layout and 1,425 (plus tax) with Marina Graphics Center

Company	Marina Graphics	APC	Mass Press	Sir Speedy
Contact	Marshall Perkins	Ron Libbrecht	Mike Davoodian	A.J. Rousaville
Phone No.	(310) 970-1777	(310) 328-0366	(424) 247-3235 cel	(310) 212-6162
E-Mail Address	marshallp@marinagraphics.com	ron@apcstudio.com	mass@masspress.com	info@sirspeedysouthbay.net
Layout Cost				
Estimated Cost	\$ 500	\$ 300	\$ 450	\$ 450.00
Hourly Rate		\$ 60		
Number of Proofs	1	1	1	1
Printing Cost				
	1,500 Copies		2,000 Copies	
	Tri-Fold		Bi-Fold w/Insert	
	*FSC Certified	Not FSC Certified	FSC Certified	Not FSC Certified
			FSC Certified	Not FSC Certified
Marina Graphics	\$ 1,425	\$ 1,425	\$ 1,425	\$ 1,525
APC	\$ 1,570	\$ 1,570	\$ 955	\$ 1,980
Mass Press	?	\$ 900		\$ 1,450
Sir Speedy		\$ 2,380		\$ 965
				\$ 3,096

Notes:

Marina Graphics: current vendor; product proposed is 2-color ink, paper 100# Endeavor Gloss book, 30% recycled and FSC certified, either the 6-page trifold or 4-pg bifold with loose double-sided insert. process regardless of number of revisions.
 will do trifold with 2-color as done currently; free shipping to ESC (this quote is equivalent to what we have been paying) schedule: 5 days layout plus 5 days printing; layout price for entire

APC: products proposed: trifold with 4-color or 2-color, on 100# std glossy, FSC certified; bifold with insert on 100#gloss std non FSC certified paper, at a less cost.
 can do FSC certified on the bifold but would be same cost as the trifold. layout estimate based on 6 hours beyond that charges; \$60/hour; free shipping

Mass Press: product either 6-pg trifold or 4-pg bifold plus insert, but they propose an option with insert saddle stitched (like a book) so is not loose. Paper: 100# gloss book, FSC certified for the bifold.
 Their proposal for the trifold, however is only for 4-color, not 2-color and they only quoted 2,000 copies. Is preparing a sample to be delivered tuesday Sept. 6th;

Sir Speedy: product proposed is bifold only with loose insert; paper white 100# coated book, 2-color digital; not sure if FSC certified paper as quoted.

* Note: FSC certification: "Forest Stewardship Council" certification - for info go to: www.FSC.org