

# Memorandum

## City of Lawrence

### City Manager's Office

**To:** David Corliss  
City Manager  
**From:** Megan Gilliland  
**cc:** Diane Stoddard  
Cynthia Wagner  
Jonathan Douglass  
Alan Landis  
**Date:** November 30, 2009  
**Re:** 2010 Coordinated Printing Bid Information

Per the Mayor's request, I am providing additional information regarding the 2010 Coordinated Printing Bid.

The attached bid specifications were sent to local and regional printers on November 9, 2009. The following printers received the bid directly via email: Printing Unlimited, Printing Solutions, Minuteman Press, Kingston Printing, Mainline Printing, Form Graphics, Universal Manufacturing, ProPrint and Precision Printing. This listing was generated from a list of printing contacts through the City Manager's Office and Purchasing Office. The call to bid was also advertised in the Lawrence Journal-World on November 13, 2009 and placed on DemandStar.

A sealed bid process was used for the bidding process since the entire printing package would be awarded to one printer. The city has not used a sealed bid process for this bid before; staff thought this process was the most prudent option considering the overall total of the entire printing package.

Staff reviewed the bid documentation from the printers to ensure consistency in materials used. Generally, specifications were followed and there was little variance for the type of materials used. Most printers chose to use a 10% post-consumer recycled paper for their printing and this fit within the guidelines of the bid specifications.

For pricing, each printer was requested to provide a total based on the following calculation:

Price for Project 1  
+ Price for Project 2  
+ Price for Project 3  
+ Price for Project 4  
+ Price for Project 5  
+ Price for Project 6  
+ Price for Project 7

+ Price for Project 8 – Option B  
+ Price for Project 9 – Option B  
**= TOTAL CUMULATIVE PRICE FOR  
COORDINATED PRINTING BID 2010**

This formula was used to provide a combined total to award the bid. Option B was chosen on projects 8 and 9 because it was a mid-point cost estimate used for pricing only. The Transit Division has the option to choose option A or B on Project 8 and 9 if their needs fit the quantities quoted in the other options.

A copy of the bid specifications that was sent to all printers is attached to this memorandum.

**2010 Coordinated Printing Bid**  
**Pricing by Project**

	Mainline Printing	Printing Solutions	Printing Unlimited
Project 1			
Utilities Insert	\$900.00	\$1,130.00	\$1,254.00
Project 2			
Planning Insert	\$1,106.00	\$1,216.00	\$1,336.00
Project 3			
Flame (per issue)	\$1,008.00	\$1,323.33	\$1,268.00
Flame (annual)	\$12,096.00	\$15,880.00	\$15,216.00
Project 4			
WRR Insert	\$638.00	\$400.00	\$675.00
Project 5			
WRR Insert #2	\$638.00	\$400.00	\$675.00
Project 6			
Transit Insert	\$638.00	\$400.00	\$675.00
Project 7			
Census Insert	\$2,159.00	\$1,966.00	\$1,966.00
Project 8 (Opt B)			
Transit Single Tickets	\$1,409.00	\$1,071.00	\$1,353.00
Project 9 (Opt. B)			
Transit Transfer Tickets	\$745.00	\$255.00	\$735.00
TOTAL	\$20,329.00	\$22,718.00	\$23,885.00

Kingston Printing	Minuteman Press
\$1,365.00	\$2,387.67
\$1,519.00	\$2,790.62
\$1,578.00	\$2,539.80
\$18,936.00	\$30,477.60
\$828.00	\$913.91
\$828.00	\$913.91
\$828.00	\$913.91
\$2,754.00	\$2,961.77
\$4,010.00	\$2,964.57
\$662.00	\$816.09
\$31,730.00	\$45,140.05



**BID #B09070**

**MISCELLANEOUS PRINTING – CITY MANAGERS OFFICE**

**DUE DATE: NOVEMBER 24, 2009**

**Total bid price for all projects: \$\_\_\_\_\_**

**Please see cover letter of specifications for special instructions**

**THE ORIGINAL AND ONE COPY OF THE BID SPECIFICATIONS ARE REQUIRED**

**BIDDER (Name of Firm)\_\_\_\_\_**

**AUTHORIZED SIGNATURE\_\_\_\_\_**

**NAME PRINTED\_\_\_\_\_**

**TITLE OF PERSON SIGNING\_\_\_\_\_**

**ADDRESS OF FIRM\_\_\_\_\_**

**PHONE NUMBER:\_\_\_\_\_**

**DATE:\_\_\_\_\_**

**THE ORIGINAL AND ONE COPY OF THE BID SPECIFICATIONS ARE REQUIRED**

**TO BE COMPLETED BY VENDOR:**

Vendor qualifies a “local business entity” as defined in Article 1, Chapter 17 of the Code of the City of Lawrence (included in the Notice to Bidders).

☐ YES

☐ NO



# City of Lawrence

DAVID L. CORLISS  
CITY MANAGER

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www.lawrenceks.org

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785-832-3000  
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CITY COMMISSION

MAYOR  
ROBERT CHESTNUT

COMMISSIONERS  
MIKE AMYX  
ARON E. CROMWELL  
LANCE M. JOHNSON  
MICHAEL DEVER

## NOTICE TO BIDDERS

Sealed proposals will be received by the City of Lawrence, Kansas, in the Office of the City Clerk, 6 East Sixth Street until 2:00 p.m., Tuesday, November 24, 2009, for the following:

### **#B09070 – MISCELLANEOUS PRINTING – VARIOUS DEPARTMENTS – #B09070**

Bids will be publicly opened and read aloud at the above time in the City Commission chambers located on the first floor of City Hall.

#### **GENERAL CONDITIONS**

All bids will be F.O.B. destination and all freight or transportation charges shall be included in the total price. Bidders are advised that the City is exempt from the payment of Federal Excise Tax and State Sales Tax on purchases other than some Utility Department purchases. Bid prices should not include these taxes unless stated otherwise on the bid form.

All bids are to remain firm for a period of thirty calendar days from the bid opening date. Failure to fulfill bid as awarded by the City of Lawrence will result in the removal of said vendor from the City's active vendor list for a period not to exceed three years.

The contractor shall purchase and maintain such insurance as will protect the contractor and the City of Lawrence against any and all claims and demands arising from the execution of this contract. When stated in the Detail Specifications, the Contractor shall be required to procure and maintain the types and limits of insurance as specified.

The bid specifications which follow are minimum specifications unless clearly stated otherwise in the detailed specifications. Where the item offered varies from a stated specification, details must be provided to permit proper evaluation of the variation. Bidders who fail to complete all items on the bid form risk having their bid rejected. **DO NOT ASSUME** that the city is fully familiar with the equipment offered.

The omission of any standard feature description shall not relieve the bidder from the responsibility of furnishing a complete unit with all standard equipment of the manufacturer's model and offered to commercial trade. The bidder shall represent by his bid that all equipment to be furnished under this bid is new and unused.

Payment for delivered equipment will be made after delivery, inspection, and acceptance by the City that the product appears to meet all specifications and ALL required manuals and documents have been received. Until delivery and acceptance, and after any rejection, risk of loss will be on the Contractor unless loss results from negligence of the City.



Prompt payment discounts offered for early payment will not be considered in evaluating bids for awards unless otherwise specified in the Detailed Specifications. However, offered discounts will be taken if payment is made within the prescribed period.

All contracts entered into by the City of Lawrence are subject to the State of Kansas Cash basis and Budget laws. Any obligation incurred as a result of the issuance of the specifications binds the City only to the extent that cash is available at the time payment is required. Furthermore, any contract that extends beyond the City's current fiscal year does not create an indebtedness or obligation for the subsequent fiscal year, and the City reserves the right to cancel any contract until the first date of the subsequent fiscal year.

## **INSTRUCTIONS TO BIDDERS**

1. Preparation of Bids:
  - A. Bidders are expected to examine the entire bid request and all attachments including drawings, specifications, and instructions. Failure to do so is at Bidder's risk.
  - B. Bidders shall furnish information required by the solicitation in the form requested. The City reserves the right to reject bids with incomplete information or which are presented in a different format.
  - C. Each bid must be legible. All bids shall be signed, in the appropriate location, by a legally authorized company representative. Erasures or other changes must be initialed by the person signing the bid.
  - D. Bid prices shall be entered in spaces provided on the bid form. All unit prices and mathematical extensions and totals shall be indicated where required. In cases of errors in extensions or totals, the unit price will govern.
  - E. Time of proposed delivery shall be stated in definite terms; if stated in a number of days, it shall include Saturdays, Sundays, and holidays. The time required for delivery and installation must be indicated in the space provided or your bid may be ruled incomplete and may not be considered
2. Submission of bids:
  - A. Bids, and modifications therefore, shall be returned in a sealed envelope addressed to the City Clerk, City of Lawrence, 6 East Sixth Street, P. O. Box 708, Lawrence, Kansas, 66044. Telegraph, telephone, facsimile, and e-mail bids will not be considered unless authorized by the specifications. All envelopes should be clearly marked:

## **#B09070 – MISCELLANEOUS PRINTING**

- B. Bids may be modified or withdrawn by written or sealed telegraphic notice or in person by an authorized representative if done so prior to the exact date and time for receipt of the bid. Telephone and facsimile modifications or withdrawals are not permitted.
    - C. Bids and modifications or withdrawals of bids received at a designated location after the exact hour and date specified for receipt will not be considered unless, it is determined by the City, that the late receipt was due solely to the mishandling by the City.
    - D. All bids shall be considered firm for a period of thirty (30) calendar days from the bid opening date.
3. Alternate Bids: Alternate bids may be submitted and, if deemed advantageous to the City, evaluated and considered. The City is under no obligation to consider or accept an

alternate bid and reserves the right to reject any and all such bids. Each alternate should consist of a completely separate bid, with all items completed.

4. **Equivalent Bids:** Whenever a trade name, brand name or model and catalog numbers followed by the words “or equivalent” or “approved equal” are used in the bid invitation it is for the purpose of item identification and to establish standards of quality, style, and features. Bids on equivalent items of substantially the same quality, style, and features are invited. However, to receive consideration, such equivalent bids must be accompanied by sufficient descriptive literature and/or specifications to clearly identify the item and provide for competitive evaluation. The City will be the sole judge of quality and suitability. Unless such is noted on the bid form, it will be deemed that the article furnished is that designated, even though the bid may state “or equal”.
5. **Award:** Bids will be analyzed and the award made to the lowest responsive and responsible bidder whose bid conforms to the solicitation and whose bid is considered to be most advantageous to the City. The City reserves the right to accept or reject any and all bids and all or part of a bid and to waive informalities, technical defects, and minor irregularities in the bids received. The City will consider bids submitted on an “all or nothing” basis if the bid is clearly designated as such. The City may accept any item or group of items of any bid unless otherwise stated in the bid invitation or unless the bidder qualified the bid by specific limitations.
6. **Notice of Award:** The City of Lawrence shall issue a purchase order, contract, or both as its notification of award to successful bidders.
7. **Precedence:** in the event the General Conditions contradict the Detailed Specifications, the Detailed Specifications shall take precedence.
8. **Equal Opportunity Agreement:** The contractor agrees that the contractor shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The contractor shall in all solicitations or advertisements for employees include the phrase, “equal opportunity employer.” The contractor agrees that if the contractor fails to comply with the manner in which the contractor reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the contractor is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City.

Questions concerning specifications may be addressed to: Megan Gilliland at (785) 832-3406.

Other questions concerning the bid please contact Alan D. Landis at (785) 832-3215.

**Bid results will be available on the City of Lawrence web site at:**

<http://www.lawrenceks.org/>



**The City of Lawrence has adopted the following local purchasing preference policy.**

**ARTICLE 17. LOCAL PURCHASING PREFERENCE POLICY**

1-1702

**DEFINITIONS**

**Local business entity**, as used in this article, shall mean any person, firm, corporation or other business entity complying with all of the following requirements:

- (A) The business entity must have established a permanent place of business within the city limits of Lawrence at least six (6) months prior to the submittal of a bid; and
- (B) The place of business must be a location whose principal use is for business purposes, shall not be a post office box, and shall not be within or part of a residential location including, but not limited to, a home, residence, hotel or motel; and
- (C) The business entity shall not have any outstanding liens, fines or unsatisfied final judgments with the City of Lawrence.

1-1703

**CERTIFICATION OF LOCAL BUSINESS ENTITY STATUS**

A business entity shall claim in writing at the time of bid submittal that it meets the definition of "local business entity." City staff shall attempt to verify whether the business entity meets the definition of a "local business entity" set forth in this Article. If City staff cannot conclusively verify that the business entity is a "local business entity" as defined in this Article, the preference shall not apply.

1-1704

**LOCAL PREFERENCE**

The governing body of the City of Lawrence may, at its sole discretion, award one of the following local preferences:

- (A) A responsible bid from a local business entity that is no more than one percent (1%) and no more than \$10,000 higher than the lowest responsible bid may be preferred over the lowest responsible bid; or
- (B) If all aspects of a responsible bid from a local business entity are equal to the responsible bid from a non-local business entity, the local business entity may be preferred.

1-1705

**APPLICABILITY OF THE LOCAL PREFERENCE**

- (A) Any local preference awarded by the governing body of the City pursuant to this Article shall only apply to bids equal to or greater than \$15,000.
- (B) The local preference shall not apply to bids in which federal funds or other funds are used that prohibit the application of the preference.
- (C) The local preference shall not apply to bids for the construction or reconstruction of any sidewalk, curb, gutter, bridge, pavement, sewer or any other public improvement of any street, highway, public grounds, or public building or facility, or any other kind of public improvement commenced or ordered by the governing body.
- (D) The local preference shall not apply to cooperative purchasing agreements or contracts in which the City participates. These agreements or contracts may be subject to review by the governing body.

**TO:** Professional Printers

**FROM:** Megan Gilliland, communications manager  
City of Lawrence, Kansas  
(785) 832-3406

**DATE:** November 9, 2009

**RE:** Printing bids for city projects for 2010

I am coordinating print bids for city projects. These projects will be awarded as a package to one printer.

For **all projects**, please indicate availability of soy-based inks and recycled paper. The City of Lawrence will establish a price preference of up to 5-percent for recycled paper products. I look forward to your response and am available to answer questions, (785) 832-3406. I have examples for most projects; please contact me to view prior to bidding.

**Bid response deadline:** Sealed bids will be opened at 2:00 p.m. at Lawrence City Hall, City Commission Room on Tuesday, November 24, 2009. This is a sealed bid, not quotes. Bids must be received prior to 2:00 p.m. in the City Clerk's Office at City Hall. The City will not accept faxed or e-mailed bids. They must be received by the City as specified in the notice to bidders.

**Special Instructions:** Final sealed bids should include individual prices for each project (and pricing for options A, B and C on projects 8 and 9). For the purposes of providing a cumulative price for all projects, which will be read during the sealed bid opening, please include prices for projects 1 through 7 and your Option B price for projects 8 and 9. This cumulative pricing is for the purpose of awarding a bid only; the individual department may choose to purchase option A, B or C when ordering the printing projects. All pricing must include shipping to destination(s).

Example for determining cumulative price:

Price for Project 1  
+ Price for Project 2  
+ Price for Project 3  
+ Price for Project 4  
+ Price for Project 5  
+ Price for Project 6  
+ Price for Project 7  
+ Price for Project 8 – Option B  
+ Price for Project 9 – Option B \_\_\_\_\_  
**= TOTAL CUMULATIVE PRICE FOR  
COORDINATED PRINTING BID 2010**

**Project 1**

Title	Utility Department – Consumer Confidence Report “The Water We Drink 2010”. (May 2010 insert cycle)
Existing item available for review	Yes
Finished material due to mailing house	4/30/2010
Insert Number	48
<b>General Specifications</b>	
Quantity	32K
Number of pages	1, double sided
Flat size	8.5” x 11”
Folds to	c- letter folded to fit in regular envelope
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, one color (black) Side 2, one color (black)
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	4/2/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/ mailing house
Shipping	Deliver 100 pieces to Kaw Water Plant Attn: Shari Stamer, 3 <sup>rd</sup> & Indiana, Lawrence, KS 66044. Ship remaining order to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.

Total for Project 1: \_\_\_\_\_

**Project 2**

Title	Planning Department – Floodplain Management Insert (April 2010 insert cycle)
Existing item available for review	Yes
Finished material due to mailing house	3/31/2010
Insert Number	46
<b>General Specifications</b>	
Quantity	33K
Number of pages	1, double sided
Flat size	8.5" x 11"
Folds to	c- letter folded to fit in regular envelope
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, 2 color (black + PMS) Side 2, 2 color (black + PMS)
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	3/3/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/ mailing house.
Shipping	Deliver 1,000 pieces to Amy Brown, Planning Department, 6 E. 6 <sup>th</sup> Street, Lawrence, Kansas, 66044. Ship remaining order to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.

Total for Project 2: \_\_\_\_\_

### Project 3

Title	City Manager's Office – Flame Monthly Newsletter			
Existing item available for review	Yes			
Project Deadlines	Issue	Insert No.	Material due to printer	Material due to mailing house
	January	40	12/1/2009	12/22/2009
	February	41	1/4/2010	1/22/2010
	March	43	2/1/2010	2/22/2010
	April	45	3/1/2010	3/31/2010
	May	47	4/2/2010	4/30/2010
	June	49	5/3/2010	5/21/2010
	July	50	6/1/2010	6/22/2010
	August	52	7/1/2010	7/22/2010
	September	54	8/2/2010	8/23/2010
	October	56	9/1/2010	9/22/2010
	November	57	10/1/2010	10/22/2010
	December	58	11/2/2010	11/22/2010
<b>General Specifications</b>				
Quantity	32K			
Number of pages	1, double sided			
Flat size	8.5" x 11"			
Folds to	c- letter folded to fit in regular envelope			
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.			
Paper specifications	80-lb recycled enamel with recycled content (post-consumer preferred). Indicate % in response.			
<b>Ink Specifications</b>				
Number of inks	Side 1, 1 color PMS, color to be provided Side 2, 1 color PMS, color to be provided			
<b>Output Specifications</b>				
Material delivered to printer by email or FTP	See chart above for due dates to printer. In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.			
Project timeline	Each month, timeline for printing of newsletter will follow this timeline: File to printer by due date, proof to client, proof approved and returned to printer, printing and folding completed and shipped by 15 <sup>th</sup> of month for arrival at mailing house in Wisconsin by date provided above. <b>This is a tight turn around project each month and the job must be completed by deadlines provided. This deadline must be met each month. Inability to complete project at any time will result in loss of job.</b>			

Packaging	In boxes labeled for insert/mailing house.
Shipping	Deliver 50 pieces to Megan Gilliland, City Hall, 6 E. 6 <sup>th</sup> Street, Lawrence, Kansas, 66044. Ship remaining order to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	Digital or PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size, turn around times and color process. Prefer references where tight deadline is met on a consistent basis.

Total for Project 3: \_\_\_\_\_

**Project 4**

Title	Waste Reduction and Recycling – eWaste & Earth Day Insert (March 2010 insert cycle)
Existing item available for review	Yes
Finished material due to mailing house	3/1/2010
Insert Number	44
<b>General Specifications</b>	
Quantity	32K
Number of pages	1, double sided
Flat size	8.5" x 3.25"
Folds to	No folds, finished material fits within guides for regular envelope.
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, 2 color (black + PMS) Side 2, 2 color (black + PMS)
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	2/8/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/ mailing house.
Shipping	Ship to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size (1/3 sheet) and color process.

Total for Project 4: \_\_\_\_\_

**Project 5**

Title	Waste Reduction and Recycling – Energy Fair Insert (August 2010 insert cycle)
Existing item available for review	Yes
Finished material due to mailing house	7/30/2010
Insert Number	53
<b>General Specifications</b>	
Quantity	32K
Number of pages	1, double sided
Flat size	8.5" x 3.25"
Folds to	No folds, finished material fits within guides for regular envelope.
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, 2 color (black + PMS) Side 2, 2 color (black + PMS)
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	7/9/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/ mailing house.
Shipping	Ship to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size (1/3 sheet) and color process.

Total for Project 5: \_\_\_\_\_



**Project 6**

Title	Transit Insert (July 2010 insert cycle)
Existing item available for review	No
Finished material due to mailing house	6/30/2010
Insert Number	51
<b>General Specifications</b>	
Quantity	32K
Number of pages	1, double sided
Flat size	8.5" x 3.25"
Folds to	No folds, finished material fits within guides for regular envelope.
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, 2 color (black + PMS) Side 2, 2 color (black + PMS)
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	6/9/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/mailing house.
Shipping	Ship to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size (1/3 sheet) and color process.

Total for Project 6: \_\_\_\_\_

**Project 7**

Title	Census 2010 Insert (February 2010 insert cycle)
Existing item available for review	No
Finished material due to mailing house	2/1/2010
Insert Number	42
<b>General Specifications</b>	
Quantity	50K
Number of pages	1, double sided
Flat size	8.5" x 11"
Folds to	c- letter folded to fit in regular envelope
Bids requested	All steps of pre-press, printing and folding, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	70-lb gloss text white with recycled content (post-consumer preferred). Indicate % in response.
<b>Ink Specifications</b>	
Number of inks	Side 1, 4 color process Side 2, 4 color process
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	1/11/2010 In undetermined software, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	In boxes labeled for insert/mailing house.
Shipping	32K shipped to Integrated Mail Industries, 3450 West Hopkins St., Milwaukee, Wisconsin, 53216, Attn: SPC. All boxes must be labeled on the outside with the insert number and quantity. Remainder delivered to Megan Gilliland, City Hall, 6 E. 6 <sup>th</sup> Street, Lawrence, Kansas, 66044.
Proofs	PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.

Total for Project 7: \_\_\_\_\_

**Project 8 – Option A**

Title	Transit – Transfer Tickets
Existing item available for review	Yes
Finished material due to city	TBA
<b>General Specifications</b>	
Quantity	50K
Finished size	2 1/8" x 8 1/2"
Bleeds	Bleeds on two sides
Number of pages	1, double sided
Bids requested	All steps of pre-press, printing and cutting, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	50# offset, please indicate whether recycled option is available.
Bindery	Perforated once, stitched to chipboard, pads of 50.
<b>Ink Specifications</b>	
Number of inks	Side 1, 3 color (black, blue and red) Side 2, 1 color (black only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	Please place in boxes; no heavier than 15 pounds.
Shipping	Deliver all materials to Emily Lubliner, 933 New Hampshire, Lawrence, Kansas, 66044.
Proofs	Digital or PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 10K, 20K and 30K valid within 12 months of original printing (an exact reprint).

Total for Project 8, Option A: \_\_\_\_\_

**Project 8 – Option B**

Title	Transit – Transfer Tickets
Existing item available for review	Yes
Finished material due to city	TBA
<b>General Specifications</b>	
Quantity	75K
Finished size	2 1/8" x 8 1/2"
Bleeds	Bleeds on two sides
Number of pages	1, double sided
Bids requested	All steps of pre-press, printing and cutting, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	50# offset, please indicate whether recycled option is available.
Bindery	Perforated once, stitched to chipboard, pads of 50.
<b>Ink Specifications</b>	
Number of inks	Side 1, 3 color (black, blue and red) Side 2, 1 color (black only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	Please place in boxes; no heavier than 15 pounds.
Shipping	Deliver all materials to Emily Lubliner, 933 New Hampshire, Lawrence, Kansas, 66044.
Proofs	Digital or PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 10K, 20K and 30K valid within 12 months of original printing (an exact reprint).

Total for Project 8, Option B: \_\_\_\_\_

**Project 8 – Option C**

Title	Transit – Transfer Tickets
Existing item available for review	Yes
Finished material due to city	TBA
<b>General Specifications</b>	
Quantity	100K
Finished size	2 1/8" x 8 1/2"
Bleeds	Bleeds on two sides
Number of pages	1, double sided
Bids requested	All steps of pre-press, printing and cutting, packaging and delivery. Need break out price for file manipulation, correction and edits.
Paper specifications	50# offset, please indicate whether recycled option is available.
Bindery	Perforated once, stitched to chipboard, pads of 50.
<b>Ink Specifications</b>	
Number of inks	Side 1, 3 color (black, blue and red) Side 2, 1 color (black only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.
<b>Output Specifications</b>	
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.
Packaging	Please place in boxes; no heavier than 15 pounds.
Shipping	Deliver all materials to Emily Lubliner, 933 New Hampshire, Lawrence, Kansas, 66044.
Proofs	Digital or PDF acceptable
References	Provide contact information for 2 clients with pieces of similar size and color process.
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 10K, 20K and 30K valid within 12 months of original printing (an exact reprint).

Total for Project 8, Option C: \_\_\_\_\_

### Project 9 – Option A

Title	Transit – Single Ride Tickets	
Existing item available for review	Yes	
Finished material due to city	TBA	
<b>General Specifications</b>		
Quantity	1K (Tickets are 10-up per page, 1 sheet equals 10 tickets)	
Finished size	Full finished page is 8 ½" x 11". Individual tickets are 3 ½" x 2", 10-up per page.	
Ticket Numbering	0	5
	1	6
	2	7
	3	8
	4	9
Number of pages	1, double sided	
Bids requested	All steps of pre-press, perforation, and printing, packaging and delivery. Need break out price for file manipulation, correction and edits.	
Paper specifications	White 80# Finch Bus Card Cover	
Bindery	Perforated lines, numbered and incremented by one using red ink.	
<b>Ink Specifications</b>		
Number of inks	Side 1, 2 color (blue and red) Side 2, 1 color (blue only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.	
<b>Output Specifications</b>		
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.	
Packaging	Please place in boxes; no heavier than 15 pounds.	
Shipping	Deliver all materials to Emily Lubliner, 933 New Hampshire, Lawrence, Kansas, 66044.	
Proofs	Digital or PDF acceptable	
References	Provide contact information for 2 clients with pieces of similar size and color process.	
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 1K, 2.5K and 5K valid within 12 months of original printing (an exact reprint).	

Total for Project 9, Option A: \_\_\_\_\_

### Project 9 – Option B

Title	Transit – Single Ride Tickets												
Existing item available for review	Yes												
Finished material due to city	TBA												
<b>General Specifications</b>													
Quantity	1.5K (Tickets are 10-up per page, 1 sheet equals 10 tickets)												
Finished size	Full finished page is 8 ½" x 11". Individual tickets are 3 ½" x 2", 10-up per page.												
Ticket Numbering	<table><tr><td>0</td><td>5</td></tr><tr><td>1</td><td>6</td></tr><tr><td>2</td><td>7</td></tr><tr><td>3</td><td>8</td></tr><tr><td>4</td><td>9</td></tr></table>	0	5	1	6	2	7	3	8	4	9		
0	5												
1	6												
2	7												
3	8												
4	9												
Number of pages	1, double sided												
Bids requested	All steps of pre-press, perforation, and printing, packaging and delivery. Need break out price for file manipulation, correction and edits.												
Paper specifications	White 80# Finch Bus Card Cover												
Bindery	Perforated lines, numbered and incremented by one using red ink.												
<b>Ink Specifications</b>													
Number of inks	Side 1, 2 color (blue and red) Side 2, 1 color (blue only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.												
<b>Output Specifications</b>													
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.												
Packaging	Please place in boxes; no heavier than 15 pounds.												
Shipping	Deliver all materials to Emily Lubliner, 933 New Hampshire, Lawrence, Kansas, 66044.												
Proofs	Digital or PDF acceptable												
References	Provide contact information for 2 clients with pieces of similar size and color process.												
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 1K, 2.5K and 5K valid within 12 months of original printing (an exact reprint).												

Total for Project 9, Option B: \_\_\_\_\_

### Project 9 – Option C

Title	Transit – Single Ride Tickets		
Existing item available for review	Yes		
Finished material due to city	TBA		
General Specifications			
Quantity	2K (Tickets are 10-up per page, 1 sheet equals 10 tickets)		
Finished size	Full finished page is 8 ½" x 11". Individual tickets are 3 ½" x 2", 10-up per page.		
Ticket Numbering	0	5	
	1	6	
	2	7	
	3	8	
	4	9	
Number of pages	1, double sided		
Bids requested	All steps of pre-press, perforation, and printing, packaging and delivery. Need break out price for file manipulation, correction and edits.		
Paper specifications	White 80# Finch Bus Card Cover		
Bindery	Perforated lines, numbered and incremented by one using red ink.		
Ink Specifications			
Number of inks	Side 1, 2 color (blue and red) Side 2, 1 color (blue only) **Note: the red is used for numbering purposes only, may not need to be a process color if applied as a separate process. Please review existing ticketing material prior to bidding.		
Output Specifications			
Material delivered to printer by CD or FTP	Date TBA. File will be delivered to printer as Adobe Illustrator file. If needed, will require flight checking and some file preparation. Indicate cost for manipulations.		
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Proofs	Digital or PDF acceptable		
References	Provide contact information for 2 clients with pieces of similar size and color process.		
Reprint Pricing	Please include information to be used as an optional purchase. Indicate pricing for quantities for 1K, 2.5K and 5K valid within 12 months of original printing (an exact reprint).		

Total for Project 9, Option C: \_\_\_\_\_



# Memorandum

## City of Lawrence Parks and Recreation Department



**TO:** Dave Corliss, City Manager  
Cynthia Wagner, Assistant City Manager  
Ernie Shaw, Interim Director  
Megan Gilliland, Communications Manager

**FROM:** Roger Steinbrock  
**Date:** November 30, 2009

**RE:** Printing of Parks and Recreation Department Activities Guide  
Information/History

Per your questions regarding the printing costs associated with the Parks and Recreation Department's activities guides, I will attempt to explain its history and the current charges associated with the printing and distribution of the Winter/Spring 2010 Activities Guide.

When I began my employment with the City of Lawrence seven years ago, the activities guide was produced three times yearly. At the time, it was a 28-page brochure (24, two-color pages paid by the city; 4, full-color pages were funded by the *Lawrence Journal-World*). Incidentally the arrangement of the 4 color pages continues today, as the *J-World* sell/collect the advertising for the three full-color pages and provide us the front full-color cover at no cost. This project used to be taken into consideration when the contract between the city and the *J-World* for setting the annual column-inch advertising rate was determined, but it was taken out of the column-inch rate contract a few years ago.

Over the years, additional pages have been added to accommodate additional classes, services and resources provided by the department. The quantity has also fluctuated over the years based on distribution methods and was adjusted each time it was printed. Last year, we eliminated one printing of the activities guide, leaving it to be printed twice a year with winter/spring and summer/fall editions. At that time the quantity being printed was lowered from 43,000 copies to 41,000 copies. The current Winter/Spring 2010 Activities Guide was printed at a cost off \$17,000. The cost also includes the distribution of 21,000 copies through the *J-World* and 15,000 copies through the *River City Weekly*. The remaining 5,000 copies are distributed at city facilities and other business and locations throughout the city.

The cost is also offset by advertisements sold by the department. For the current edition, over \$2,000 was billed to business for advertisements. The *J-World* also handles the billing (in most cases) and collection of the advertisements sold. We also provide advertisements in trade for services from business who partner with the department in support of department programs and activities.

The *J-World* outsources the printing of the activities guide because of the size and stitching required.

If the department were to outsource the printing (without using the *J-World*), the department would have to find another source for distribution of the activities guide if we were to keep the inside advertising within the activities guide. The *J-World* considers the advertisements within the document as secondary advertisements, which doesn't adhere to their current policy. Since they are used as the vendor on the printing of the activities guide, this requirement is waived.

Thus, it has been more advantageous to use the *J-World* for printing and distributing the activities guide without incurring an additional cost of mailing or disseminating the activities guide to the public.