



Jackson Hole Chamber of Commerce Request for Proposals May 1, 2019

The Jackson Hole Chamber of Commerce is soliciting proposals for a business to design, produce, manufacture and fulfill the annual creation of *The Explorer Magazine: The Official Travel Planner of Jackson Hole and the Greater Yellowstone Region*. Preference will be given to Jackson Hole Chamber members.

Summary:

The Explorer is the predominant vacation planner distributed at the Chamber and the three Jackson Hole Visitor Centers including the Homeranch Welcome Center and the Jackson Hole & Greater Yellowstone Visitor Center. The 60,000 magazines are also utilized for preplanning—mailed to thousands of people, distributed at visitor centers in the region, and used at targeted tradeshow internationally.

The Explorer contributes to vacationers having a smooth, enjoyable, and unforgettable experience. Each issue features editorial content that showcases the region's most celebrated assets, including:

- Local lodging, dining, shopping, activities, and services;
- Jackson Hole, Yellowstone and Grand Teton national parks; and
- Wildlife, maps, sustainability, local resident spotlights, and more.

For more information and the 2019 online version, visit <https://www.jacksonholechamber.com/trip-planner/planner-request/>.

We invite qualified businesses to review the following Request for Proposal and submit the requested information and materials by Friday, May 31st at 5pm. The contract will be awarded by Friday, June 14th at 5pm. For more information, please contact Director of Membership Elisabeth Rohrbach at elisabeth@jacksonholechamber.com.

Statement of Work

Work with the Chamber's Director of Membership and Membership Coordinator to create a detailed timeline to assure successful project completion of a 92+4pg map+4pg cover. The possibility of a smaller or larger magazine should be considered based on advertising and content needs. Chamber staff will manage and execute ad sales. Previous editions have been based on a 9 week production period for a January 31 delivery date. The full timeline has been:

- Media kit in hand – July 12
 - Presentation of concept of feature spread and TOC - October 1
 - Ad sales (completed by the Chamber) conclude – October 31
- 9 week production begins:
- Page map outlined – November 16

- Editorial photos, editorial copy, and copy editing are gathered and worked on continuously.
- Book 1 provided to Chamber for review – December 3
- Book 2 provided to Chamber for review – December 20
- Competitive quote on printing and delivery to Chamber for approval – December 30
- Book 3 provided to Chamber for review – January 9
- Book PDF Final review and signoff by Chamber – January 17
- Send final files to printer – January 18th
- Magazine in hand – January 31st

The following responsibilities are more detailed and coincide with the above deadlines:

- Create a media kit for advertising sales cycle.
- Collaborate with Chamber staff to identify editorial/featured articles and images.
 - Previously the magazine has been 55% ads/45% editorial. We'd like to keep it at 55% ads at most.
- Propose and design magazine layout including editorial, ads, and photos – approximately ~200-250 hours.
 - The publisher has designed ~5 ads working directly with the advertiser, charging them a design fee.
- Write and edit editorials, headlines, and cutlines. (Chamber may provide already-created editorials/featured articles that require adjusting. Chamber retains editorial oversight.)
- Flight check all ads and provide printed copies to Chamber for mid-project corrections and final approval.
- Provide Chamber with a competitive quote on printing and delivery by December 30 to be approved. (The Chamber may choose to bill independently from the magazine's custom production and design contract.)
 - Print Minimums: 4 Color process Body and Cover with satin varnish; 60# Gloss Text Interior paper and 80# Gloss Text 4 page map insertion. Cover paper 80# Gloss White. Perfect bind with trim size 8 ½ x 10 7/8. Include a web-ready Flipbook, including hotlinks.
 - Chamber provides a list to the vendor to have the printer to ~45 locations nation-wide.

General Conditions

The Chamber reserves the right to:

- Modify or cancel the selection process or schedule at any time;
- Waive minor irregularities;
- Reject any and/or all responses to this RFP; and
- Negotiate modifications to the RFP with the selected respondent.

Public Information: All documents, conversations, and correspondence between the Chamber and respondents are public information subject to the laws and regulations of the Town of Jackson and State of Wyoming.

Expenses: All expenses related to any businesses' response to this RFP, or other expenses incurred while the selection process is underway, are the sole obligation and responsibility of the bidder.

Deadline: Friday, May 31st at 5pm. The contract will be awarded Friday, June 14th at 5pm.

How to Submit an RFP: Email a two-page proposal, including scope of services, conditions and exclusions, fees and expenses and payment terms, to Director of Membership and Explorer Magazine point of contact Elisabeth Rohrbach at elisabeth@jacksonholechamber.com. Examples of past work is encouraged.