

Pre-bid questions for the Sandburg magazine RFP

Questions	Answers
Magazine development	
1. What is the final size of the magazine?	We're looking for recommendations based on your expertise and current best practices.
2. What type of coating do you want for the outside front cover/outside back cover (e.g., soft touch, Flood UV, UV w/Strike through, etc.).	To be determined based on samples provided by selected agency.
3. What are the mailing specs?	EDDM routes in Sandburg's entire district — ~44,000 homes in total.
4. Is there an online version?	Currently, the online version is a link to a PDF. 😊 We're open to any suggestions the selected agency has for a more modern online presence. Additionally, we'd like to explore how we could use the online version to include 'class notes' from alumni regarding jobs, marriages, births, etc.
5. Will there be a business reply card/envelope (BRC/E)?	Yes. We are also looking for innovative designs on that to grab attention & encourage folks to send back with their donations.
6. Is it okay to partner with a printer and provide costs separately?	Yes.
7. Will there be a separate Sandburg Foundation mailing of the magazine?	Yes. And, we also talked about creating a community impact report (infographic) to highlight how the Foundation efforts have impacted the Sandburg community, which would be mailed separately from the magazine.
8. Will any content writing or photos need to be provided by the selected agency?	More than likely, no. We handle all the writing. Occasionally, we may ask for a stock photo if we don't have one readily available and/or can't capture one due to timing.

<p>9. Are there specific drop dates that must be met?</p>	<p>We're flexible on timing, but what we've talked about is dropping in early November (prior to the end of the calendar year for donations and to coincide with Giving Tuesday). If a second issue is created/mailed, that would then drop in April.</p>
<p>10. How do you measure success?</p>	<ul style="list-style-type: none"> • Word of mouth/feedback • QR code scans • With the new brand launching, we'd talked about including a paper pennant folks could tear out, snap a photo with and share on social.
<p>11. Is there a need for campus-specific information to be swapped/customized?</p>	<p>We'd be interested in understanding how we could potentially handle a tip-in focusing on the Carthage area in particular that could feature more Carthage-focused articles/information.</p>