



REQUEST FOR PROPOSAL

**SANDBURG MAGAZINE
2025 EDITION**

Sandburg / 2400 Tom L. Wilson Blvd. / Galesburg, IL 61401
sandburg.edu



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Carthage campus: 305 Sandburg Drive, Carthage, IL 62321 | p: 217.357.3129 | f: 217.357.5312

Table of contents

I. Proposal overview	3
A. Sandburg background	3
B. Objectives	3
1. Printing	3
2. Distribution	4
C. Scope of services	4
II. RFP schedule of events	5
III. Selection criteria	5
IV. General requirements	6
A. Receipt of bids	6

I. Proposal overview

A. Sandburg background

Carl Sandburg College (Sandburg) is dedicated to serving the educational needs of western and central Illinois. With the fourth largest community college district in square miles, the college has served all or part of a 10-county area for more than 55 years. Students planning to transfer to a four-year university or enter the skilled workforce can select one of more than 40 programs the college offers. The college had more than 2,000 full- or part-time students enrolled for the 2023-2024 academic year. The main campus is located in Galesburg, IL, a branch campus is located in Carthage, IL, and the 518 Collective at Sandburg (formerly The Annex) is located downtown Galesburg on Main St.

Mission

To provide all students with opportunities for success.

Vision

Where dreams come to life and lives come to change.

B. Objectives

Work hand in hand with Sandburg Marketing, the Sandburg Foundation and any third-party design firm to:

PRINTING

Proposal pricing must include all paper, printing, cutting, trimming, coating, inserts, perforation, folding, stitching and any other finishing/shipping needed to complete the magazine.

- **Printing specs**

- Saddle-stitch booklet format
- Finished size: 9.5"h x 7.5"w
- Full bleed inside pages and cover
- Soft-touch outside cover
- Four cover pages/24 inside pages
- Inside pages on 80# text (provide other options to consider)
- Possible inserts include:
 - Perforated pennant

- Perforated bookmark
- Floating return envelope for BRC/E (#9 envelopes with full-sized flap; two-sided printing)
 - Offer cost options for color and black
- **Length** — Provide proposal for a 24-page version of the magazine with a proposed quantity of 44,000 magazines.
- **Paper sourcing** — Include cover (soft touch), inside pages/spreads, BRC/E and pennant inserts with varying weights/cardstock.

DISTRIBUTION

- Manage and facilitate the distribution of the Sandburg magazine using EDDM to more than 44,000 homes with the Sandburg district 518.
- Provide proposed mailing costs for EDDM.
- Provide optional mailing cost to send to all businesses within the district.
- Work with the U.S. postal service to deliver 44,000+ copies of the Sandburg magazine to all homes within Sandburg's 518 district.

C. Scope of services

MAGAZINE DEVELOPMENT

Design the Sandburg magazine to reflect and capture the refreshed/elevated Sandburg branding, which includes:

- **Overall design** — Including cover and all inside pages/spreads
- **Length** — Provide proposal for 20-page, 24-page and 28-page options.
- **Paper sourcing** — Including cover and inside pages/spreads with varying weights/cardstock
- **Articles** — Take content provided by Sandburg (via Marketing), and create compelling designs with plenty of white space, clean look/feel.
- **Business reply card/envelope** — Creation of a BRC & envelope for donations
- **Proofing** — Facilitate several rounds of proofing as needed.
- **Printing** — Manage the printing of the entire run of magazines.
- **Distribution** — Manage and facilitate distribution to more than 44,000 homes within the Sandburg district 518.
- **Timing** — Provide proposal to include annual and bi-annual distribution.

II. RFP schedule of events

Event	Date and time
Issue request for proposal (RFP)	Oct. 6, 2025
Proposal submittals due	Nov. 11, 2025 @ 4 p.m. CT
Proposal evaluation period	Nov. 11-18, 2025
Winning bid presented to Board of Trustees for approval	Dec. 11, 2025
Award RFP to selected firm	Dec. 12, 2025
Kick-off project with selected firm	Week of Dec. 15, 2025

Schedule notes: The above dates are subject to change at the discretion of Sandburg.

III. Selection criteria

Sandburg is seeking to partner with a print firm that:

1. Has demonstrated expertise and experience in magazine printing.
2. Has demonstrated the capability to manage full-scale printing projects.
3. Will be a natural fit and extension of the Sandburg Marketing team, the Sandburg Foundation and any third-party agencies in terms of personalities and expertise to ensure excellent and seamless collaboration and partnership from kick-off through completion.

Proposals will be evaluated based on the most competitive offer — taking into consideration the quality of services offered, fit with Marketing's philosophies and work styles, and how well the proposal meets the RFP requirements, above selection criteria and college needs. This RFP identifies the minimum requirements of the project. Prospective bidders are encouraged to submit proposals that both adhere to industry best practices as well as leverage the vendor's successful prior in-house experiences with similar projects at other higher-education institutions.

IV. General requirements

Sealed bids will be received by Sandburg for the **magazine** project, pursuant to specifications.

A. Receipt of bids

Vendors must submit proposals for the **magazine** project before 4 p.m. CT, Oct. 28, one of the following ways:

EMAIL

Send PDF of proposal to rfp@sandburg.edu, cc'ing lnagel@sandburg.edu.

MAIL

Carl Sandburg College
Attn: Leslie Anderson, CFO
2400 Tom L. Wilson Blvd.
Galesburg, IL 61401

Bids will be publicly opened in the Sandburg board room (E200), read aloud and documented. Bids are held good and not withdrawn for 60 calendar days from the date of bid opening.

Sandburg reserves the right to waive any irregularities and to accept any or reject all bids when, in the opinion of Sandburg, such action will serve the college's best interest.

Bids on all work of this contract are subject to the provisions of the Illinois Prevailing Wage Act, 820 IL CS 130/0.01 et seq., the Equal Employment Opportunity Clause — rules of the Illinois Human Rights Commission, the Illinois Drug-Free Workplace Act, and all other applicable and governing laws and ordinances.

Direct all correspondence and questions to:

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PREPARED BY: Laura Nagel, Executive Director of Marketing, Sandburg

