

**Stamford Downtown Special Services District
Stamford Downtown Parade Spectacular
Presented by Stamford Advocate
Graphic Design & Production
Request for Proposal**

Stamford Downtown is seeking Graphic Design and Production services for our Stamford Parade Spectacular marketing package, including the parade logo. You are invited to bid on the entire marketing package or the logo alone.

As part of your proposal please include:

- Itemized pricing for each of the projects by letter.
- Additional costs per project.
- Your Design and Editorial Author's Alteration policy.

Stamford Downtown will provide final copy in electronic format, all photography in high-resolution electronic format, and all sponsor logos. Stamford Downtown will also contract with a printer directly for all materials.

Please email PDFs of 3 – 5 creative ideas for the Exhibit Logo **(A)** and at least one comp of an Exhibit Poster **(B)**.

Please use the specifications listed below to estimate the marketing collateral. These specs may change as the project progresses and will be re-estimated as necessary. Please note that revisions and changes to each project should be anticipated. Please feel free to email with any questions **(no phone calls please.)**

Bids and creative ideas should be emailed to annette@stamford-downtown.com by **Monday, August 21, 2017 at 10am. Thank you.**

Marketing Package

A. Exhibit Logo

The exhibit logo will be applied to all marketing and promotional materials including the Stamford Downtown Website. They will also be made available to all sponsors for use to promote the event. The logo should be designed to appear in 4-color process, 2 spot colors and black & white. Please plan to design a vertical and a horizontal version. Logos will be needed in JPG, PNG and EPS formats. The logo should include the following copy:

**Stamford Downtown
Parade Spectacular
presented by
Stamford Advocate**

B. Print/Digital Advertising/Tickets/Badges Schedule: Ads running September - November

The print and digital advertising will include a wide variety of publications. Please note that the ads of each size will be placed in several different publications, all requiring unique sizes, specifications, file formats and media. Anticipate the production of ads in at least these sizes listed below, (these sizes may change). Estimated 20 ads including a 4-page detailed wrap:

Publication	Ad Size	Specifications
Poster	11" wide x 17" high - 4 color	PDF
Flyer	5.5" wide x 8.5" high 4 color	PDF
Metro North Flyer	8.25" x 11"	PDF
Shore Line East Poster	21" wide x 22" high (1" safety all around) Printed on thick stock (but no thicker than 1/16")	PDF
Stamford Mall Poster	30" wide x 40" high - 4 color - Safety 1.5" all around, Print 10	PDF
Tickets: 15 Categories	3/5" wide x 2.25" high	PDF
Badges: 9 Categories	3" x 5"	PDF
Digital 1	1200 x 1200 pixels	jpg
Digital 2	1200 x 628 pixels	jpg
Directory Ad	Trim: 5.375" Wide X 8.375" High, Bleed: 5.5"Wide x 8.5"high	PDF
Westchester Parent/Fairfield Parent	1/2 page (v) 3.55" x 9.6" - 4 color	PDF
Connecticut Parent/Fairfield County Parent	1/2 page (v) 4.625" wide x 6.875"high - 4 color	PDF
Serendipity	1/2page (v) 4" x 10.40"	PDF
Home Décor & Design Magazine	Full Page, Non-bleed Trim 3.725" x 10.125"	PDF
2 Ads- (3col x 10") Lohud Weekender	2 Ads- 4.937" x10" (3col x 10") Lohud Weekender	PDF
1 Ad – (3 col x 10") Sunday Life Westchester	1 Ad – 4.937" x10" (3 col x 10") Sunday Life Westchester	PDF
Advocate	5.25" x 10" (3 columns x 10) 4-color	PDF
Hearst Publication GO Section	5.472" x 10.5" (Vertical Half) 4-color	PDF
Hearst Publication GO Section	9.25" x 10.5" (Full Page GO) 4-color	PDF

4-page Newspaper Wrap

Publication	Ad Size	Specs
Advocate	4 Full Page Wrap Including Intro Letter, Map Balloon images (BACK COVER TO BE PROVIDED)	4-Color Wrap: FRONT & BACK PAGES, 9.625" x 10.625" layout on one spread 20" with .75" gutter Inside Spread measures 20" wide x 10.625" deep

C. Web Banners/Library/Lightpole, Crystal Rock/Walking Banner/ Outdoor Billboards

Design banners for Parade. These banners should be based on Logo and Poster Design.

Web Banner Sizes	728 pixels wide x 90 pixels deep, 300 pixels wide x 250 pixels deep, 370 wide x 78 deep, 300 wide x 600 deep, 320 wide x 50 deep	jpg and static or animated gif
Web Banner for Web Calendar	1040 pixels wide x 382 pixels deep (for use on our online calendar, template to be provided)	jpg and static or animated gif
Bedford Street Banner	444" long x 52" high	PDF
Lightpole Banners	28" w x 79" h	PDF
Crystal Rock Truck Banner	6' x 42" high	PDF
Walking Banners	Size TBD	
Outdoor Digital Billboards	3000 pixels wide x 316 pixels high, 312 x 984 pixels, 224 x 768	JPG

Stamford Downtown
Annette Einhorn
Director, Events & Marketing
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**Please direct all questions via email,
NO PHONE CALLS PLEASE!**

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Samples of past creative can be viewed here:

<https://www.dropbox.com/sh/lv2j0u99u9k0wq4/AADZanPPupbzjdh7ex-woqJva?dl=0>