



Stamford Downtown Directory 2014-2015

Request for Proposals

Print Advertising Sales Agent

The Stamford Downtown Special Services District is requesting proposals for a Print Advertising Sales Agent to sell ad space in the annual 2014/2015 Stamford Downtown Directory. In addition to ad sales experience, the successful candidate will also have the experience and ability to act in liaison with the designer and the printer to ensure an accurate, cohesive layout and a correctly executed finished product. The Agent will also be responsible for collection of artwork, client approvals, content layout, and collection of sales revenue and will participate in establishing ad rates.

About the Directory:

The function of the Directory is to inform the corporate and residential communities of dining, shopping, service, entertainment, and educational opportunities in the downtown. The directory will be a minimum of 68/76 pages (subject to change), including covers, of which approximately 50 pages will be editorial content supplied by Stamford Downtown and approximately 26 pages will be advertising. Additional advertising pages may be added in increments of 4 up to a maximum of 40 advertising pages.

Because this guide is intended to promote Stamford Downtown businesses, certain out-of-district advertisers may be excluded from participation of the Directory at the discretion of Stamford Downtown.

Stamford Downtown will assist in the sales of Directory advertising by: creating and supplying rate cards and reservation forms; making two or more mass mailing to prospects; providing a detailed, comprehensive prospect list; providing insight and introductions to select prospects.

DISTRIBUTION: – 40,000 Early November 2013

PUBLICATION:

Glossy stock, four-color throughout; cover four-color coated 146lb. Sterling Dull / matt UV on front and back
Text – 70 lb. Matte Text
Booklet size: 5.375 X 8.375 (Size is subject to change)

INFORMATION:

Advertising & Artwork Deadline: **October 10, 2014**
Specifications: PDF format preferred, print quality
Photo Resolution: 300 dpi
Publication Date: **November 1, 2014**

| AD SIZE (subject to change) | IMAGE AREA | TRIM | BLEED |
|-----------------------------|-------------|---------------|---------------|
| Full Page | 4.75 X 7.75 | 5.375 X 8.375 | 5.625 x 8.625 |
| Half Page, Horizontal | 4.75 X 3.75 | | |
| Quarter Page, Horizontal | 4.75 X 1.75 | | |
| Quarter Page, Vertical | 2.25 X 3.75 | | |

Please submit with your response your qualifications for the position and your proposal for fee structure.

Proposals must be submitted to:

Stamford Downtown Special Services District
Five Landmark Square, Suite 110
Stamford, CT 06901

by 4:00PM, February 7, 2014