



Stamford Downtown Directory 2015-2016

Request for Proposals

Advertising Sales Agent

The Stamford Downtown Special Services District is requesting proposals for an Advertising Sales Agent to sell advertising in the annual 2015/2016 Stamford Downtown Directory and related Website. 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. The Agent will participate in establishing ad rates and the relationship between print and web ads. **This season a strong emphasis will be placed on Web ad sales.**

About the Directory:

The function of the Directory and Website is to inform the corporate and residential communities of dining, shopping, service, entertainment, and educational opportunities in the downtown. The printed directory will be 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 advertising is intended to promote Stamford Downtown businesses, certain out-of-district businesses may be excluded from participation at the discretion of Stamford Downtown.

Stamford Downtown will assist in the sales of 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 2015

PUBLICATION:

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

INFORMATION:

Advertising & Artwork Deadline: **October 1, 2015**
Specifications: PDF format preferred, print quality
Photo Resolution: 300 dpi
Publication Date: **November 1, 2015**

AD SIZE (subject to change)	IMAGE AREA	TRIM	BLEED
Full Page	4.625 X 7.75	5.375 X 8.375	5.5 x 8.5
Half Page, Horizontal	4.625 X 3.75		
Quarter Page, Horizontal	4.625 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, 2015