



Stamford Downtown Directory 2019-2020 Request for Proposal *Graphic Designer*

The Stamford Downtown Special Services District is requesting proposals for a Graphic Designer to design the 2019-2020 Stamford Downtown Directory. In addition to graphic design experience, the successful candidate will also have the experience and ability to act in liaison with the Advertising Sales Agent and the printer to ensure an accurate, cohesive layout and a correctly executed finished product. The Graphic Designer will also be responsible for adhering to the timeline, design cover and theme, process edits and to produce a quality publication.

GENERAL INFORMATION:

Stamford Downtown Directory:

- Published annually; early fall distribution (early November target)
- Primary - Business listings of downtown restaurants, shopping and services as well as information pertaining to community services, travel, accommodations and parking.
- Secondary - Paid advertising.

(Sample directories are available upon request. View past publications on [ISSUU](#))

DETAILS:

- Page count: 68(±8) pages, including cover, 4 color, 5.5' x 8.5'
- Editorial: Copy supplied to designer as MSWord format, photos and some pre-designed maps and ads. (Due to the nature of business listings, revisions can occur through to final deadline.)
- Advertising: Of 40(±4) ads, approximately 70% will be supplied to the designer camera ready and 30% will need to be designed from customer supplied graphic components.

TIME FRAME:

- Cover design and Theme – March/April
- Editorial Copy: Supplied to designer late May/June
- Editorial Proofs –As completed
- Ad Copy & Creation: late July – early October
- Ad Placement Deadline: first week Oct
- All work must be completed by first week October.
- Hard Copy proofs, Test files and Printer Pre-press: early Oct TBD

SCOPE:

- The designer will be responsible for cover & interior design, layout of editorial and ad content and creation of approximately 30% of client ads and web banners.
- Multiple proofs, and **FINAL color hard copy proofs** mailed to Stamford Downtown and individual advertisement proofs to advertising director.
- Preparation of final print-ready digital files to be transmitted to printer via FTP.
- Final files and ad files in all formats (PDF, JPEG, Word where applicable) to Stamford Downtown digital and disc.
- Providing existing content to web ad designer.
- Attendance at initial production meeting TBD (March)

YOUR PROPOSAL SHOULD INCLUDE:

- **Design Concept:**
 1. **Cover Design** - Submit an original design.
Supply at least 1 design. Max of 3 Designs will be accepted (hard copy or PDF only)
 2. **Interior Design** - Editorial page headers and chapter pages to correspond cover theme.
- **Preflight process experience**
- **Printer experience**
- **Previous experience using InSite**
- **File types used**
- **Samples of similar completed projects (1-3 hard copies)**
- **2 vendor references**
- **Detailed Fee proposal, including Final hard copy color proof costs**
- **Detailed timeline**

Submit your response to Cheryl Vukelic
Stamford Downtown Special Services District (DSSD)
Five Landmark Square, Suite 110, Stamford, CT 06901
Phone: (203) 348-5285 Fax: (203) 348-6857, Email: ops2@stamford-downtown.com

All responses are due by 4:00 PM, March 1, 2019