



# Lake Stevens School District No. 4

## Yearbook Bid – Spring 2023 Lake Stevens Secondary Schools

### *BID RESPONSE SHEET*

The school yearbook advisors will review the items to assist in arriving at final specifications for publishing yearbooks for **2023/24, 2024/25, 2025/26** at **Lake Stevens High (LSHS) and Cavelero Mid High School (CMHS), Lake Stevens Middle (LSMS) and North Lake Middle School (NLMS)**. The yearbook contract will end August 31, 2026 for all four schools.

Each bidder is to indicate the cost for each item listed. Do not leave any items blank. Indicate “NC” if there is no charge or deduction. Please read all basic specifications as well as the optional costs and provide information as called for. These specifications are a portion of the bid document.

### **OPENING SPECIFICATIONS**

All prices quoted are to be in terms of price of yearbooks, exclusive of Washington State Sales Tax. F.O.B. to the following schools:

- Lake Stevens High School, 2908 113<sup>th</sup> Ave NE, Lake Stevens, WA 98258
- Cavelero Mid High School, 8220 24<sup>th</sup> St SE, Lake Stevens, WA 98258
- Lake Stevens Middle School, 1031 91<sup>st</sup> Ave SE, Lake Stevens, WA 98258
- North Lake Middle School, 2202 23<sup>rd</sup> Ave NE, Lake Stevens, WA 98258

Many of the Basic Specifications may be divided into subgroups by school. Please pay special attention to those and quote appropriately.

### **I. BASIC SPECIFICATIONS**

The successful bidder will be able to provide the following:

A. *Page Size:* 9 x 12

B. *Number of books:*

- Lake Stevens High School: 1,150
- Cavelero Mid High School: 850
- Lake Stevens Middle School: 450
- North Lake Middle School: 450

The number of books in the basic order is to be finalized by January 15<sup>th</sup> without penalty.

*Number of pages:*

- Lake Stevens High School: 320
- Cavelero Mid High School: 128
- Lake Stevens Middle School: 60
- North Lake Middle School: 64

All color, not including endsheets, blanks, and company designed pages. Each school will have the flexibility to customize end sheets.

C. *Paper Stock:* 100 lb. Glossy enamel throughout the book

D. *Cover:* Minimum board weight of 160 lb. Schools will have artistic freedoms including full colors, materials, art die-cuts, custom surfaces and application. Schools will have an option to interact with the artist. There is no limit to the area where the school might apply its design, including title, year school name and without added charge for spine. Proof of the cover is to be furnished to the school and approved prior to release for production. Base bid will include 4 applications (including embossing, silk screening or foil stamp).

Discount per application if four applications are **not** used: \$ \_\_\_\_\_ /application

Discount for lesser board weight: \_\_\_\_\_ lb \$ \_\_\_\_\_ /book

Discount if the Covers are created the previous year: \$ \_\_\_\_\_ / \_\_\_\_\_ or \_\_\_\_\_ %

E. *Submission Procedure:* Layout design and copy will be done on computers using a web based computer application provided by the yearbook company noted below. All computer generated material will be sent in by online submission in PDF format. Describe fully how we would submit our pages via the PDF process. Include any plug-ins enhancements, procedures, and other relevant information to help us make our decision. Include, but do not limit yourself to the following information:

1. Support available from rep and plant;
2. Software required; (ease of use and hardware/OS compatibility)
3. Deadline schedule;
4. Sample of an actual school's PDF file for evaluation; (and printed books for quality)
5. Submission procedures;
6. Proofing procedures - PDF set up process on our computers
7. You will be required to demonstrate your software enhancements and submittal procedure.
8. Pricing considerations, if any;
9. List of schools in your territory who are currently using (same software) PDF format;
10. Procedure in the plant for handling PDF files. Include the ENTIRE process from initial submission to finished signature.

Web Based Computer Application: \_\_\_\_\_

F. *Endsheets*: Minimum 90# Colored paper. School will have full artistic freedom including dyes, material applications, colors, and dye-cuts. Base bid will include 2-color application on colored stock, different designs front and back.

Added price for each additional color application: \$ \_\_\_\_\_

Price for same design: \$ \_\_\_\_\_ Price for different design: \$ \_\_\_\_\_

Subtract this amount from base bid price if endsheets are printed using one-color.  
\$ \_\_\_\_\_

G. *Binding*: Binding will be Smythe sewn, rounded, backed and creased with pre-stretch nylon thread.

H. *Deadlines*: Final deadlines will be determined by mutual agreement of vendor and yearbook advisor. The delivery deadline will generally be around the first Friday of June. The school shall be penalized one day if a deadline is missed; however, the school will have the opportunity to make up lost time from missed deadlines by submitting a copy prior to the final deadline in order to retain the final delivery as originally scheduled. Schools will require flexibility on due dates due to unforeseen circumstances upon prior written notice. Pages covering winter sports teams that compete in post-season tournaments may be turned in after the deadline in case that deadline occurs before tournament dates. In such an event, the advisor must notify the company and the local representative at least one week prior to the final deadline, or in time for the school to attempt to “make up for lost time” as described in the paragraph above. Please submit a tentative deadline schedule, including flat or signature requirements.

1. Final deadline eight weeks before shipping date: \$ \_\_\_\_\_ savings

2. Final deadline ten weeks before shipping date: \$ \_\_\_\_\_ savings

3. Per diem rate for missed deadlines (not final): \$ \_\_\_\_\_

I. Are there any additional costs or discounts for the following:

1. Signature-page submission: Add/Subtract \$ \_\_\_\_\_

2. Multiple-page submission: Add/Subtract \$ \_\_\_\_\_

3. Facing-page submission: Add/Subtract \$ \_\_\_\_\_

4. Other (indicate): Add/Subtract \$ \_\_\_\_\_

5. Other (indicate): Add/Subtract \$ \_\_\_\_\_

J. *Options*: The advisors shall have discretion regarding use of all options, such as color, cover options, and number of pages, at any time prior to the beginning of actual production on such items, and no penalties shall be assessed.

K. *Shipping*: All yearbooks must be shipped to the schools on the date and time specified by the advisor, subject to stipulations in paragraph H. Should the books be completed more than 3 weeks prior to the end of school and the school does not desire delivery at that time, the company shall bear the cost of storing the books. The name of the shipping

company and dispatcher shall be provided to the advisor so that the shipping information can be received.

L. *Promotional Items:*

What supplies, services or special features are offered? School Board Policy 1340 allows gifts to school districts or individual schools. School Board Policy 3020 restricts employees from accepting gifts personally. (i.e. Student Centered training, Kits, etc)\_\_\_\_\_

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M. *Supplies:* Supplies are to be provided for preparation of the yearbook with 25% extra for errors. Vendors will indicate the type of supplies furnished.

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N. *Tipping-in Charges.* Should a school elect four-color or spot color divisionals, to be printed as a tip-in, please indicate charges, if any, for trimming pages and “tipping-in” as divisional pages of school’s own design rather than company-furnished color divisional pages.

O. *Additional Copies of Yearbook.* Any additional copies added after contract agreement is signed, computed on basic specifications. Extra copies of yearbooks are to bid “Cost plus freight.”

Cost per additional book for LSHS: \$ \_\_\_\_\_

Cost per additional book for CMHS: \$ \_\_\_\_\_

Cost per additional book for LSMS: \$ \_\_\_\_\_

Cost per additional book for NLMS: \$ \_\_\_\_\_

## II. DETAILED SPECIFICATIONS

A. *Proofs:* Describe your proofing procedure.

B. *Technology:* All Sales Representatives will be required to demonstrate their proficiency in their web based software where a yearbook can be created, including their page proofing systems, to the satisfaction of the advisors and staff. Failure to provide such a demonstration will disqualify the bid from consideration. Bidder **MUST** be able to provide the following upon request:

- 1) An electronic ladder capable of including the following:
  - a. your pre-designed template number; plus a thumbnail view
  - b. online proofs
  - c. assignment of company standard folio graphics
  - d. assignment of folio copy, including typeface
  - e. assignment of styles for each section

- f. staff assignment for each page
- g. assignment of pre-screened 4-color blends provided by your company.

C. *Mug Shots*: Bidder must provide software capable of flowing photos and names. Such capabilities will include, but are not limited to:

- 1) Viewing actual photos with name, grade, and file number supplied on one screen
- 2) Sorting and exporting names by grade or by alphabet
- 3) Exporting names Last Name First, or First Name Last
- 4) Showing a complete printout of all names and photos, sorted by grade or alphabet
- 5) Exporting by grade level directly to mug pages in a web based application.
- 6) Capable of handling either B/W or 4-color photos
- 7) Do you provide such software? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, bidder will be required to demonstrate upon request.

D. *Fonts*: Bidder must provide a list of Adobe family (regular, italic, bold, bold italic) fonts (both screen and printer fonts, if required) that are available to us through your company, at no additional charge, and gives us the flexibility of using any font, anywhere in the book. If your company does not supply fonts, company's font policy and charges must be as an attachment included in the bid. How many free Adobe fonts does your company supply? \_\_\_\_\_ If none supplied, please attach your company policy regarding font submission.

E. *Digital Imagery*: We require software that will allow us to drag and drop raw digital images directly onto a web based application, without having to go through Photoshop first, including resizing and re-cropping directly on the page, including preparing the file for submission to the plant. Does your company supply such software? Yes\_\_\_ No\_\_\_  
If yes, you will be required to demonstrate upon request.

Because not all digital images are of good quality, we will also require that the same software be capable of moving Photoshop files (or equivalent) to the pages in the same format as non-Photoshop files. Is your software Photoshop (or equivalent) compatible in the same way as raw digital images? Yes\_\_\_\_\_ No\_\_\_\_\_  
If yes, you will be required to demonstrate upon request.

F. *Photoshop Enhancements*: In order to use the latest technology, we require the following enhancements to help us automate our production using scanned images and digital photos:

1) Pre-set Actions to convert the following:

- a. Color digital images and scans
- b. B/W digital images and scans

These actions will do the following functions:

- a. Mode conversion to CMYK to Grayscale
- b. Set resolution to company standards, adjusting image size accordingly
- c. Adjust levels
- d. Sharpen image (unsharp mask)
- e. Save and close

- 2) Pre-set Special Effects, including but not limited to the following functions:
  - a. Feathered edges
  - b. Duotones
  - c. Ghosting of 4-color (gill clear)
  - d. Rippled edges
  - e. Photo in text

3) Pre-set styles and textures for text using company's own textures and colors

4) A textbook for training in all of these items

Do your enhancements have these capabilities? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, you will be required to demonstrate upon request.

**G. Professional Service.**

1. A PLANT representative shall be available for the Yearbook Advisor to contact regarding production progress of materials.
2. The company is to furnish the schools with the name of an individual at the plant capable of making decisions on the telephone concerning changes or corrections.
3. A LOCAL representative shall be available at the request of the Yearbook Advisors, to visit the school and consult with the staff.
4. A representative will call on the school with a specific schedule to be determined between the Yearbook Advisor and the representative.
5. Because of the size and scope of the bid, the successful bidder must show previous experience relative to school yearbook preparation.
6. The company shall provide an opportunity for advisor/staff members to attend training workshops. Camp cost per person: \$ \_\_\_\_\_
7. Beginning of year training for students and staff. Cost for training: \$ \_\_\_\_\_

Is training on site? Yes \_\_\_\_\_ No \_\_\_\_\_

Is training virtual? Yes \_\_\_\_\_ No \_\_\_\_\_

**H. Contingencies Eliminated:** The bidder certifies that adequate supplies are on hand, or have been contracted for, to complete the production of the yearbook bid upon, by the deadline agreed upon.

The Yearbook Advisors shall be notified immediately in writing of delays caused by strikes, fires, or other disasters.

Delays in meeting deadlines, except for the final deadline, caused by school closure due to snow, fire, pandemic or other disaster, shall not be penalized if the company is notified immediately of such unavoidable delay. School will be expected to make up such deadline delays day-for-day upon reopening of school.

**I. Copy Return.** All photographs, artwork, and other material used in the publication of the yearbook shall be returned to the school on the shipping date specified. They may be returned with books in a marked box so identified.

**J. Current Events Insert.** Please include current events insert price in bid. Also, provide a separate price of current events insert per book.

Price per book: \$ \_\_\_\_\_ Date: \_\_\_\_\_

K. *Discount for Early Payment.* Basic bid provides payment 40% December 1<sup>st</sup>; 40% February 1<sup>st</sup>, balance no later than 30 days after delivery. Please indicate any discount for earlier payment; and if so, arrangement for damaged or improperly bound and/or printed books. \_\_\_\_\_

L. *Billing:* Bidders must attach a sample invoice. It is essential that the format be itemized, easy to read, and verify bid compliance.

Billing attached: Yes \_\_\_\_\_ No \_\_\_\_\_

M. What plug-ins or enhancements does your company have for web based applications? Describe fully what they are and how they function.

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N. *Other Items.* Please list any “Additional Cost Items; not included in previous items above, any special offers or “Extras” you wish to have considered.

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### **III. EVALUATIVE CRITERIA**

- 2% Completed Company Profile and Cover Letter.
- 3% Current resumes of local school representatives and plant representatives to be assigned to the District.
- 10% Prior positive experience and relationship.
- 45% Management Plan addressing items specified in sections I and II.
- 20% Complete Cost Proposal.
- 20% References and/or samples  
References for no less than three (3) other equivalent school yearbooks. Samples of recent yearbooks may be included for consideration with your proposal, or may be required for presentation at a demonstration. Samples should include recent yearbook, recent supplemental, and other information pertinent to the yearbook as specified.



## BID QUOTATION - YEARBOOK

Bid opening: **June 8, 2023; 1:00 pm** Educational Service Center, Board Room  
12309 22<sup>nd</sup> Street NE, Lake Stevens WA 98258

Lake Stevens Secondary Schools yearbook as described in Basic Specifications.

**A. UNIT BID PRICE PER YEARBOOK (FULL COLOR) F.O.B. Lake Stevens, WA**

School	2023/24	2024/25	2025/26
LSHS			
CMHS			
LSMS			
NLMS			

**B. TOTAL BID PRICE (FULL COLOR) (for Yearbooks)**

School (# of books)	2023/24	2024/25	2025/26
LSHS (1,150)			
CMHS ( 850)			
LSMS ( 450)			
NLMS ( 450)			

The actual number of books to be printed will depend on enrollment and advance yearbook sales.  
List date for providing final number of copies without penalty. \_\_\_\_\_

Is there a penalty for not ordering quoted books? Yes\_\_\_\_\_ Penalty Amt \$\_\_\_\_\_ No\_\_\_\_\_

NOTE: This bid is intended to provide the advisor and yearbook staff with the total cost for finished books. If there are other potential costs not covered by this bid, please provide a list of additional items and costs.

Pursuant to and in compliance with your Information to Bidders and other documents relating thereto, the undersigned hereby proposes to furnish and deliver any or all of the articles enumerated at the prices quoted herein.

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Name & Phone Number of the representative who will be servicing:

Lake Stevens High School \_\_\_\_\_

Cavelero Mid High School \_\_\_\_\_

Lake Stevens Middle School \_\_\_\_\_

North Lake Middle School \_\_\_\_\_