Cindy Hardy
P.O. Box 51
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Cell 815/858-5005
email: designersinkmarketing@gmail.com
FEIN # 37-1484231

2-9-2015
TO TABLE

February 9, 2015

PROPOSAL FOR SERVICES

CLIENT:

Town of Cortland 59 S. Somonauk Road PO Box 519 Cortland, IL 60112-0519	Russ Stokes Mayor 815/756-9041 mayor@cortlandil.org	Cheryl "Cookie" Aldis Town Clerk 815/756-3030 townclerk@cortlandil.org

PROJECT: BOOK for Sesquicentennial Celebration for the Town of Cortland, IL

A.) PROJECT SPECS FOR BOOK:

Finished Book size: 8.5" x 11", staple bond; 60 to 80 pages, full-color print, professional layout, design and pre-press. Book size can increased/decreased in increments of four (4) pages, as needed/ desired. Project timeframe 2/3/15 to 8/5/15; Quantity to be determined

PHASES OF PROJECT:

PHASE 1) PROJECT MANAGEMENT

Collection, inventory, evaluation of physical relevate data, photos, descriptions, stories, facts of materials.
Analysis of digital graphical/photo/file data for inclusion/exclusion within book.
Organization of data: Information, secure content, contact & interview, residents and town employees.
Scan photos/graphics, 3-D materials. Collect and organize files and digital data.
Content: Copywriting, editing, conferencing, meetings, consulting, and research
Photography of present-day buildings, structures, people, events and places to be included in book

PHASE 2) CONCEPTUALS

Chapter organization
Design of book template: Rough computerized design template

PHASE 3) LAYOUT

Layout of digital materials within a designed template in Adobe InDesign
Design front & back cover; Artwork will be used as background for supporting promotional material.

PHASE 4) PROOFING

Low-resolution PDF proofing of document; Chapter by Chapter. Town of Cortland desigated person will proof content. Edits; changes made; Proofing for final.

PHASE 5) PREPRESS

High-resolution PDF produced for output directly to printer via electronic means. Complete Packaging of document.

B.) SPECIFIC PROMOTIONAL & MARKETING MATERIAL (print costs not estimated):

Sponsorship forms
Advertising space (ad designs will have separate designs, not included in this proposal)
Newsletter(s) ad in town Newsletter
Posters, 2 designs: Marketing of book and promotion of Sesquicetennial Celebration event
Program for Sesquicetennial Celebration, maximum 8 pages

ESTIMATED BOOK PRINTING COSTS	$10,000
ESTIMATED PROJECT FEES	$40,800

This is an estimate and not a quote. Quote is based on information supplied by the Mayor and Town Clerk for the Town of Cortland from 1/28/15 to 2/6/15. Payment schedule including retainer deposit and scheduled regular monthly project billings will be based on phases / milestones, not yet outlined; Professional Editorial, copyediting and supporting Graphic design services are not included in this estimate. Expense reimbursement for out-of-pocket expenses including but limited to scan/research of Historical images from secondary sources such as Joiner Room, Sycamore Library, printed proofs, digital media for archival.

Submitted by: Cindy Hardy, Owner, Designers Ink 2/9/15

ACCEPTED AND AGREED

By: _____ Title: _____ Date: _____

Printed name & Title: _____

Cindy Hardy
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February 9, 2015

LETTER OF AGREEMENT - CONFIRMATION OF ENGAGEMENT

CLIENT:

Russ Stokes
Mayor
815/756-9041
mayor@cortlandil.org

Cheryl "Cookie" Aldis
Town Clerk
815/756-3030
townclerk@cortlandil.org

Town of Cortland
59 S. Somonauk Road
PO Box 519
Cortland, IL 60112-0519

Dear Russ and Cheryl,

Thank you for requesting Designers Ink to produce a Book for the Sesquicentennial Celebration of the Town of Cortland.

The book will be a full-color compilation of photos, stories, memories and verbal history. The Town of Cortland will have the book by August 5, 2015. Quantity of books, yet to be determined.

PROJECT SPECS FOR BOOK:

Finished Book size: 8.5" x 11", staple bond; 60 to 80 pages, full-color print, professional layout, design and pre-press of document. Book size can increased/decreased in increments of four (4) pages, as needed/desired. Cover 80# cover glossy; body pages 80# text glossy.

Description of Process 2/3/15 to 8/5/15

Request for Proposal from three printers per specs as of 2/3/15.

Collection, inventory, evaluation of physical relevat data, photos, descriptions, stories, facts of materials.

Analysis of digital graphical/photo/file data for inclusion/exclusion within book.

Organize data: Information, secure content, contact & interview, residents and town employees.

Scan photos/graphics, 3-D materials. Collect and organize files and digital data.

Content: Copywriting, editing, conferencing, meetings, consulting, and research

Sponsorships and Marketing and Advertising development

Design front & back cover

Design of book template

Layout of digital materials within a designed template in Adobe InDesign; Final document high-resolution PDF for professional print output.

Proofing: Proof low-res PDF on-screen or print (to be determined) Designers Ink and by the Town of Cortland staff designated; approved per Chapter and as a whole.

In agreement, please sign and date this letter on the lines provided below and emailed to designersinkmarketing@gmail.com.

Sincerely,

Cindy Hardy

ACCEPTED AND AGREED

By: _____ Date: _____

Printed name & Title: _____

ACCEPTED AND AGREED

By: _____ Date: _____

Printed name & Title: _____