



## **Proposal for The City of Ramsey Newsletter**

**Friday, October 29, 2010**

Prime Advertising & Design's marketing and design team is excited to offer the following proposal for the City of Ramsey Newsletter Project.

Our goal is to provide a turn-key, money-saving solution for the City of Ramsey and make it easier to provide your residents and businesses a comprehensive and informative newsletter and to help promote the economic growth of the current business community and attract new businesses. By having Prime design, print and mail your newsletter, your staff will have time to focus on other projects.

Prime Advertising & Design will custom graphic design and print your new full-color Newsletter. The format will be a magazine style that is 8.25" x 10.75" finished size. The City of Ramsey will have full editorial control of City information and Prime's marketing consultants will have the opportunity to secure and manage all advertising space. The ad space will include 1/8 page and 1/4 page ads which will be discreetly placed at the lower part of the pages to provide a reader-friendly format.

### **Prime's Responsibilities:**

#### **Advertising Sales:**

Our Team of Marketing Consultants will work with local businesses to on advertising opportunities and design. The City of Ramsey will receive a donation of \$50 for every ad placed.

#### **Accounting and Receivables:**

Our Accounting Department will handle all accounting and receivable functions of the project.

#### **Graphic Design of Newsletter Layout:**

A Professional Graphic Designer will be assigned to your project.

Full-Color Format, (4) -11" x 17", Trims and Folds to 8.25" x 10.75"

#### **Printing & Design:**

**Quarterly 16 - Page Newsletter** Printed on 70# Matte Text White – 4/4 Full-Color, Two Sides, with Bleeds, Folds to 8.25" x 10.75", Collated, Saddle Stitched

**(Advertising on 4 pages with a combination of 1/4 and 1/8 page ads)**

**City information to fill 70% of the newsletter space, advertising to fill the remaining 30%**

Printing Cost for 9,000 Qty..... \$2,932.60

Graphic Design of each Newsletter: ..... \$1,200.00\*

\*City to provide all articles & content electronically in Microsoft Word format



**Approximate Mailing Costs:**

Mail prep services, delivered to Post Office Qty 8,605:..... \$ 312.50  
POSTAGE is approximately 8,605 X .142:.....\$1,221.91  
**Total Cost to City for Mailing & Postage Services:.....\$1,534.41**

**Printing, Design, & Mailing Cost for each issue:**

Printing (based on 9,000 qty):..... \$2,932.60  
Design: ..... \$1,200.00  
Mailing:..... \$1,534.41

**Total Cost: ..... \$5,667.01**

Final copy provided in PDF format and as a Digital Edition that is usable by the City for posting on the City website and on MyPrimeGuide.com in the Ramsey City section.

Pricing for printing and mailing costs are subject to change. All pricing will be reviewed quarterly.

**Quarterly vs. Bi-Monthly Costs:**

Approximate Annual Total Cost (quarterly):..... \$22,668.04  
Approximate Annual Total Cost (bi-monthly): ..... \$34,002.06

\*Prices do not include donation of advertising costs.

**Potential Advertising Revenue (Minimum & Maximum):**

30% advertising space will allow for 17 - 1/4 page advertisements or 34 - 1/8 page advertisements

**Based on a complete sellout of advertising space at \$50.00 donation per ad, the maximum donation would equal \$1,700.00, the minimum would be \$850.00.**

17 1/4 ads @ \$449 = City Revenue Portion = \$ 850.00  
34 1/8 ads @ \$299 = City Revenue Portion = \$1,700.00

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_