



A3Arts.org
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1100 North Main Street · Suite A
Ann Arbor, MI 48104

Request for Proposal

Graphic Designer – Annual Arts & Creative Industries Guide

Proposal Deadline – September 5, 2018

The Annual Arts and Creative Industries Guide (hereafter called *Guide*) is an annual publication of The Arts Alliance. The *Guide* promotes the vibrant arts and creative industries in the greater Ann Arbor area – hundreds of arts and cultural organizations and creative individuals and businesses – that make our region a great place to create, live, work, learn, play and visit. 30,000 *Guides* are distributed to subscribers of the *New York Times* in Washtenaw County and available at arts and creative businesses, cultural sites, restaurants, hotels, Destination Ann Arbor, retail merchants, realtors, university sites, transportation hubs and government agencies in every corner of Washtenaw County.

Distributed year-round beginning in January of each year, the *Guide* reaches Washtenaw County's arts and cultural patrons, 365,000 residents, 80,000+ college students and 3.5 million visitors.

[Please find links to past Guides here](#)

Graphic Design Services Requested

- Graphic/art design and layout.
- Reviews and revisions (4 rounds).
- Print ready format (as required by selected printer).

RFP Requirements

- Description of your design process and work flow (planning, client meetings creation, execution, etc.)
- Services provided (include number of reviews and revisions).
- Proposed timeline of meetings, reviews and final deliverable.
- Samples of previous work - 3 – 5 project design examples – preferably print and similar to the *Guide*.
- Three (3) client references.
- Fees – including any additional fees for reviews and revisions.
- Proposed payment schedule
- Any additional information or requirements that you think will help make this project a success

Annual Arts & Creative Industries Guide 2019 Specs

- **Print ready date:** November 30, 2018
- **Style** – magazine style, center staple
- **40-pg Self Cover - Saddle Stitch**
- **4/C process**
- **Trim Size** 7.875 inches Width x 10.5 inches Height
- **Body:** 50 Lb. Gloss Finish #5 25X38 Book
- **Prep Work** PDF X1A files for all pages.
- **Color Palette** – The Arts Alliance rebranded in 2018 and would like the Guide to use its new color palette – see attached.

Ownership/Copyright

- The Arts Alliance will hold the copyright of the *Annual Arts & Creative Industries Guide 2019* and any design elements (i.e. logos or marks) utilized in the final *Guide*.
- Original InDesign files, Adobe Illustrator and interactive PDF files will be giving to The Arts Alliance.

Proposal Submission Deadline & Additional Information

- Please submit a proposal by **September 5, 2018** by email to: deb.polich@A3Arts.org
 - For additional information, please contact deb.polich@A3Arts.org or 734-213.2733
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About The Arts Alliance: Arts + Creative Industries = Impact

Championing the Arts & Creative Industries - The Arts Alliance is a local arts agency and membership organization representing 14 creative disciplines from the fine and performing arts to design, publishing, creative technology and more. Its mission is *to champion the arts & creative industries in Washtenaw County, MI—arts and creative individuals, organizations and businesses—to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit.*

The Arts Alliance is a leader, communicating the importance of the sector and working to persuade community leaders and stakeholders to invest in and set public policies that build and sustain arts and creativity in **Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline and Ypsilanti plus the 21 townships in the county.**

The intrinsic value of the arts and creativity is at the forefront of The Arts Alliance’s efforts as it works diligently to demonstrate the interconnectivity of the arts and creative industries with all other sectors and its impact on our economy and quality of life and place. Additionally it articulates the importance of arts and creative education and experience in the development of a workforce that has a depth of skills desired by 21st century employers.

The Arts Alliance is intent, first and foremost, in listening to its members and those who work in and value the arts and creative industries to hear how they prosper and what causes their stagnation. We also believe in data and research. Our members range from experts to emerging and are connected to every aspect of the national, state and regional arts and creative industries. They know building and sustaining a vibrant arts sector is not accomplished by want or magic. It takes long-term commitment, improved public policy and the investment of resources supported by collaboration among the arts and every other sector of the community.

The Arts Alliance has earned respect among community decision-makers resulting in its “seat at the table” on community planning and initiatives. The Arts Alliance is an essential partner with the business, tourism, philanthropic, government, education and other sectors on numerous programs to integrate art and culture in all aspects of civic life of the county. Broad- based engagement and the *Washtenaw County Cultural Master Plan* informs the work of The Arts Alliance as it:

- **Facilitates** to explore issues, conduct research, manage regranting and foster creative initiatives.
- **Advocates** to voice the creative industries’ impact and influence policy and encourage investment.
- **Communicates** to promote the creative industries’ programs and collaborative initiatives.
- **Educates** to encourage investment and participation in life-long creative learning programs.
- **Celebrates** to trumpet the triumphs of the creative industries.

The Annual Arts Creative Industries Guide 2019 Page by Page Content - Suggested

Page	Content - suggested page locations	Source - details	Notes
1	Soft cover - to be designed	Title – must be in top 1/4 of page for newstand views	designer
2	Inside front cover (ad provided)	provided	designer drops in
3	Title page	The Arts Alliance to provide content	designer
4	About The Arts Alliance - Board of Directors - Publisher, Guide Designer, Copyright etc.	The Arts Alliance to provide content	designer
5	The Arts Alliance Sponsors & Members	The Arts Alliance to provide content, ogos & lists.	designer
6	ALLY Members listing - maybe ads	The Arts Alliance to provide content	designer
7	ALLY Members listing - maybe ads	The Arts Alliance to provide content	designer
8	Creative Individuals & Businesses by Community & Page	The Arts Alliance & Designer (pagination)	designer
9	Alpha Creative Member listings flow begins - with enhanced members ads interspersed	Ads provided - member content provided; pictures provided	designer
10	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
11	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
12	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
13	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
14	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
15	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
16	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
17	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
18	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
19	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
20	2 page centerfold (ad provided)	Destination Ann Arbor Ad	designer drops in
21			
22	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
23	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
24	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
25	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
26	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
27	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
28	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
29	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
30	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
31	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
32	Approx - University of MI Pages	member content provided; pictures provided	designer
33	Approx - University of MI Pages	member content provided; pictures provided	designer
34	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
35	Alpha Creative Member listings flow continues	Ads, member content, pictures continue	designer
36	The Arts Alliance Page - Hall of Fame	The Arts Alliance content provided	designer
37	The Party! 2019	The Arts Alliance content provided	designer
38	What we Do	The Arts Alliance content provided	designer
39	Inside back cover	Ad provided	designer drops in
40	Back cover	The Arts Alliance Ad	designer



Violet

RGB: 48 42 126

CMYK: 98 100 8 10

HEX: #302a7e



Red Orange

RGB: 240 76 35

CMYK: 0 86 100 0

HEX: #f04c23



Orange

RGB: 247 148 38

CMYK: 0 50 96 0

HEX: #f79426



Red

RGB: 189 35 49

CMYK: 18 99 88 8

HEX: #bd2331



Light Blue

RGB: 83 183 232

CMYK: 60 10 0 0

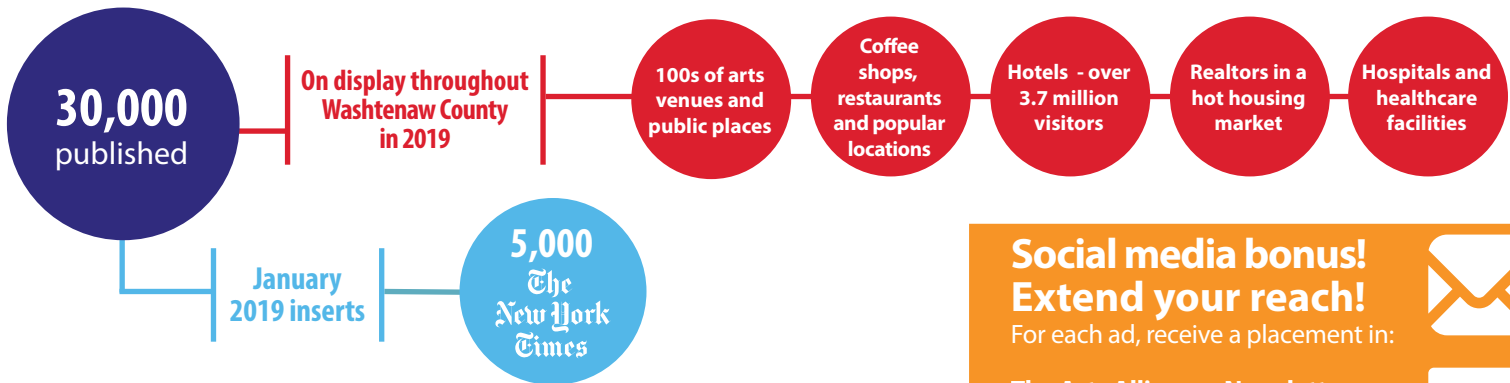
HEX: #b3b7e8

Reach Millions - Advertise In The Annual Arts & Creative Industries Guide 2019 for the Greater Ann Arbor Area

The **Annual Arts & Creative Industries Guide** is the premier publication promoting the greater Ann Arbor area's vibrant arts, cultural and creative offerings. It is your access point to reach the audiences and visitors who are eager to connect with the artists, creatives, producers, presenters and creative businesses that keep this area dynamic, lively and entertaining. Covering all of Washtenaw County, *The Guide* is the best source for planning rich cultural excursions to catch an elusive sidewalk chalk art festival in Chelsea, happen upon Dexter's Art Garden sculptures, discover a theater production in Saline, find festive music in Manchester, delight in a summer evening concert in Milan, step back in time at one of Ypsilanti's fine historical museums or see a world-renowned actor, performer or indie filmmaker in Ann Arbor.

Save up to \$300!
Join The Arts Alliance
(see back for more info)

Where does *The Guide* go?



Social media bonus! Extend your reach!

For each ad, receive a placement in:

The Arts Alliance eNewsletter

4,100+ loyal subscribers

Facebook

1,690+ followers

Twitter

2,300+ followers



Reach the affluent arts market segment.



Advertising in the *Annual Arts & Creative Industries Guide* puts your business in the hands of the most desirable market in the greater Ann Arbor Area.

Reach >1.78 million affluent arts patrons

28% with income over \$120,000

69% with income over \$60,000

85% with college degrees

\$50 million spent locally

....by attendees on meals, retail, gifts, transportation, lodging and more - over and above the price of admission.

Reach audiences of all ages

25% 18 - 34

35% 35 - 54

40% 55+

The Arts Alliance

arts+creative industries=impact

The Arts Alliance advocates for and supports the arts & creative industries in Washtenaw County, MI – creative individuals and businesses – to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit.

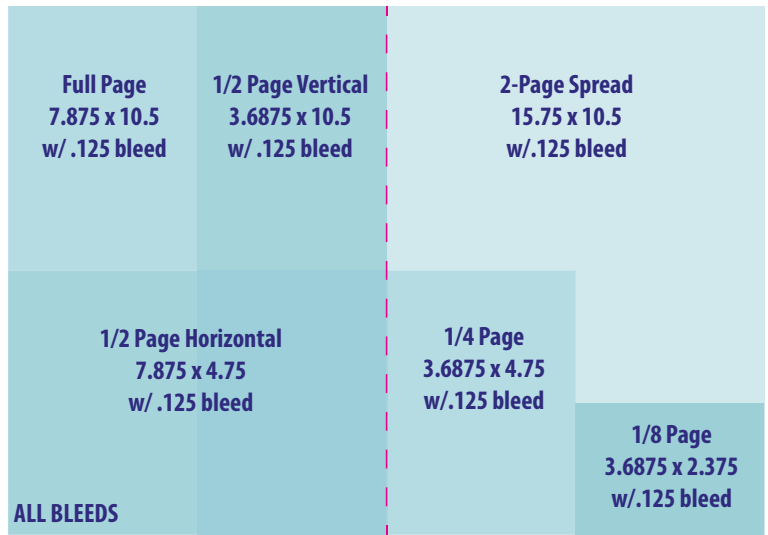
1100 N. Main St., #A, Ann Arbor, MI 48104 • 734.213.2733 • info@a3arts.org

Rate Sheet

The Annual Arts & Creative Industries Guide 2019

for the greater Ann Arbor Area

Reservation deadline: 9.14.2018
Artwork due: 9.30.2018



1. Select an ad option.

Must be: PRINT READY • 300 DPI
 JPG or PDF • FULL COLOR

Display Ads	2 Page Spread	Full Page	1/2 Page	1/4 Page	1/8 Page
Nonmember <input type="checkbox"/>	\$3,300	\$1,700	\$1,100	\$650	\$375
Member <input type="checkbox"/>	\$3,000	\$1,450	\$975	\$575	\$325
Special Full Pages	Centerfold 2 Pgs	Back Cover	Table of Contents	Inside Front Cover	Inside Back Cover
Nonmember <input type="checkbox"/>	\$4,250	\$3,500	\$2,500	\$2,500	\$2,500
Member <input type="checkbox"/>	\$3,950	\$3,200	\$2,200	\$2,200	\$2,200

2. Save up to \$300! Join The Arts Alliance as a Creative or Ally Business Member.

Do you support the arts and creative industries? Become a business member of The Arts Alliance and invest in its work to support and promote the arts, culture and creativity in the greater Ann Arbor area. Plus you'll receive discounts on ad buys, event tickets and be included in the roster of The Arts Alliance members.

■ Creative Business Membership

- Nonprofit For profit
- < \$49,999 \$ 50 \$250K to \$749,999 \$175
- \$50K to \$249,999 \$100 \$750K to \$1.49M \$250
- > \$1.5M \$350

■ Ally Business Membership

- Yellow \$ 250
- Green \$ 500
- Blue \$ 1,000
- Indigo \$ 2,500
- Violet \$ 5,000
- Purple \$10,000

3. Fill out payment information.

Contact Name _____

Organization/Company _____

Billing Address _____ City _____ State _____ Zip _____

Telephone (day) _____ Email _____

Current Member - discounted ad! New Member - discounted ad!

Ad Price _____ + New Member Fee _____ = Total Enclosed _____

Payment Type Check (payable to The Arts Alliance) American Express Discover MasterCard Visa

Card Number _____

Expiration Date ____ / ____ Security Code _____

4. Return completed contract and payment.

Please return to info@a3arts or 1 mail to 1100 N. Main St., #A, Ann Arbor, MI 48104
 For more information, contact Deb Polich at deb.polich@a3arts.org or 734.213.2733.