

# Request for Quotation:

**Date:** March 6<sup>th</sup>, 2008

**To:** Design & Print Service Providers

**From:** Greater Peterborough Area  
Economic Development Corporation

**Re:** Visitor In Peterborough Map & Kiosk 2008-2010

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**Description:** **A) VIP Map Brochure**

The Visitor In Peterborough (VIP) Map is one of the main marketing pieces utilized by Peterborough & the Kawarthas Tourism. It is a key reference for giving directions within the County and City of Peterborough. The Kiosk program also complements this project and echos the content of the VIP on 10 magnified Information Kiosks in the County and City of Peterborough. Both pieces offer excellent advertising opportunities for PKT partners.

**Specifications:**

We invite quotations for full service production including **complete design, layout and printing** of the 2008-2010 Peterborough & the Kawarthas VIP Map as follows:

**Quantity:** 225,000

- Layout:** Folded 6 Panel Brochure. Advertisers are categorized by City or County location, sectioned by listing format. Inside foldout, will include County & City Map, which will be provided.
- Stock:** 60 lb offset  
Please quote on coated matte and gloss finish options
- Size:** Approx 22" wide x 28.5" high (6 panels across, 3 folds deep) – Folded size is approx. 3.6" wide by 9.5 high
- Process:** Four-colour process throughout, 2 sides
- Delivery:** 210 Wolfe Street, Peterborough, ON
- On or before May 5, 2008
  - Boxes of maps must not exceed 25 lbs
  - All source files to be provided on disk
- Preparation:** Design, layout, color separations, all scans and printing, two blank mock-ups for sales purposes.
- Photographs will be provided.

**Description:     B) Kiosk Panels (Posters)**

- Quantity:**     40 Posters. (10 Kiosks, each holding 4 posters.  
Two are Maps, two are Advertisers Listings.)
- Layout:**       Same advertising layout as VIP Map, however enlarged  
and formatted to poster size
- Stock:**        Vinyl, adhesive back, mould, mildew and fade resistant for  
outdoor use
- Size:**         4' x 4'
- Process:**     Four-colour
- Preparation:** Design required, layout, color separations,  
Photographs will be provided.

**All quotations must be received by 4:30 PM on Friday, March 21, 2008**

**QUOTATIONS TO BE IN SEALED ENVELOPES MARKED:**

**2008-2010 VIP Map & Kiosk Program**

The lowest priced quotation may not necessarily be selected.

**Contact Info:**

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