

---

## 2009 Travel Guide Request for Quotation:

### Description:

The Peterborough & the Kawarthas Travel Guide is the main marketing piece for tourism promotion in the Greater Peterborough Area. The guide contains information such as; events, accommodations, attractions, dining, services, conference facilities and shopping. It is distributed throughout North America through trade shows, mail-outs, travel centres and businesses.

### Specifications:

We invite quotations for full service production including **complete design, layout and printing** of the 2009 Peterborough & the Kawarthas Travel Guide as follows:

- Quantity:** 95,000 and 100,000 (to be quoted separately)
- Pages:** 2 Options to be quoted separately:
1. 80 page book + 16 page smaller book inserted and affixed with single stitch (96 pages total)
  2. 96 page book
- Stock:** 2 Options to be quoted separately:
1. 10pt. Cover, glossy. 60lb coated inner
  2. 60lb coated throughout (no difference in cover stock)
- Size:** 5 1/8" wide x 8.875" tall
- Process:** Four-colour throughout
- Finish:** Saddle-stitched and trimmed
- Delivery:** January 5, 2009  
210 Wolfe Street, Peterborough, ON

## Requirements:

If selected for this project, you will be required to provide Peterborough & the Kawarthas Tourism with the following:

- **attendance at initial creative meeting and meeting throughout process**
- **sales sheet outlining format of ads including cost breakdown**
- **two blank book mock ups for sales purposes**
- **design including charts, maps (provided), advertising (including any artwork that needs to be scanned) and editorial pages**
- **maximum 8 digital pre-press proofs**
- **subsequent corrections if necessary**
- **digital proof, colour accurate to final press output**

Upon completion of printed guide:

- **all photos, advertisements to be provided on separate disks**
- **digital copy of the guide to be provided as web-ready PDF**
- **all source files to be provided on separate disk**

## Note:

- **The previous year's Travel Guide will be provided on disk to the successful company**
- **Boxes of printed travel guides must not exceed 25 lbs**
- **Photographs will be provided**
- **Some co-ordination with other suppliers may be required**

Please quote accordingly.

The lowest priced quotation may not necessarily be selected.

---

**All quotations must be received by 4:30 P.M. - Wednesday, July 16, 2008**

**QUOTATIONS TO BE IN SEALED ENVELOPES MARKED 2009 TRAVEL GUIDE**

### **ADDRESSED TO:**

**Jaimi Ruoho-Long**

Communications Officer (Acting)

Greater Peterborough Area Economic Development Corporation

210 Wolfe Street, Peterborough, ON K9J 2K9

[jruoho@gpaedc.on.ca](mailto:jruoho@gpaedc.on.ca)

[www.gpaedc.on.ca](http://www.gpaedc.on.ca)