

AMENDED TO FINE TUNE -TYPO.

REF: Boerne Guidebook. Attention: Ms. Lissette Jimenez

Printing 8,200 copies of full color guidebook. Finished Size: 8.125 x 7.
72 pages plus cover Inside pages on 80# gloss text, UV Coated Cover on 80# gloss cover.

Finish: Saddle Stitched Ptg. Est. \$16,454.00

Provide multiple cover options for staff consideration. Four cover options \$1,040.00

Graphic Design production: \$2,340.00

Provide a duplicate online interactive version for the City's website without additional advertising: \$500.00

Professional Photographer to take 8 staff pictures and approximately 11 - 13 facility pictures. \$1,600.00

Meet at least twice with parks & Recreation staff to review progress and discuss edits. \$520.00

Two official review / revision sessions of completed product before sending to print. \$520.00

Book includes ads which may need to be created for advertisers. Provide a cost for designing of add.

Full Page Ad \$_____ 1/2 Page _____ 1/4 Page _____ 1/8 Page _____

Not being able to itemize, ad production will be included in package estimate.

Mailing: Includes Prep 90.00 + Set-Up \$60.00 + Inkjet per \$360.00 + Postage \$1,440.00
= \$1,950.00

Postage estimate .22 - .24 cents each, mailing presort standard.

Books to be mailed out by December 3, 2018 / Online Version live by December 10, 2018

Remaining books delivered to Parks & Rec. by December 10, 2018. 1017 Adler Rd.
Boerne, TX 78006

Important: If awarded guidebook project, please provide Native File from previous printing.

Also, please provide payment procedure info. Est. should be considered as "All or None"

**Total \$24,924.00 PLUS TAX IF
APPLICABLE.**

References available

Joe L. Cardenas

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