

## **Chamber of Commerce Business Directory & Visitors Guide Request for Proposals**

The Healdsburg Chamber of Commerce seeks proposals for the publishing of its Directory and Visitors Guide.

The agreement between the Healdsburg Chamber of Commerce and the awarded Publisher is for the year of 2010 and the following two years 2011, 2012.

### **Publisher Agrees (to):**

1. Become a member of the Healdsburg Chamber of Commerce and remain a member for the duration of this agreement.
2. Prepare a production schedule, agreed upon by both parties, that will allow adequate time for editorial and directory listings, and provide a coordinator for the production process.
3. The publisher agrees that an authorized agent will be the only representatives of Publisher to solicit advertising.
4. The publisher will be responsible for all costs related to the sale of advertising and production.
5. The publisher will provide the Healdsburg Chamber of Commerce with proofs of editorial copy and photos for review and approval.
6. The publisher agrees to provide photographs for the directory or to contract with a local photographer.

### **The Healdsburg Chamber of Commerce Agrees (to):**

1. Publicize the advertising campaign for the directory by appropriate media and news release.
2. Send a letter of introduction to each Chamber member prior to the start of sales campaign announcing the joint effort by the Chamber and the Publisher to produce the directory, encouraging their support.
3. Provide a letter of introduction and authorization to local businesses for the Publisher's sales representative.
4. Supply the Publisher with an updated list of the Chamber Membership, including telephone numbers, alpha, and buyer's guide section database information and key personnel.

5. Proofread and correct the publication proof and return it to the Publisher by the agreed upon deadline.
6. To not engage another publisher for a similar publication during the term of this agreement.

**Publication Specifications**

**Healdsburg Chamber of Commerce and Visitors Bureau  
Business Directory and Visitors/Relocation Guide**

- 15,000 Copies
- 104 pages minimum Plus Covers
- 80# 8-Point Aero Cover with Aqueous Coating
- 70# Pages, Influence Gloss Text
- Perfect Bound
- 8 ½" x 11"
- 100% Pages, Four Color, Editorial/Advertising

The Healdsburg Chamber of Commerce will receive 15% of all paid advertising income to \$60,000

Over \$60,000 the Healdsburg Chamber of Commerce will receive 18% on the additional paid advertising income

Minimum guarantee to the Healdsburg Chamber of Commerce of \$10,000, with an initial deposit of \$6,000 due upon start of sales campaign

Balance to be paid 90 days after delivery of Publication

Delivery of the completed Publication should be no later than March 15th

**Proposals Due by August 15, 2009**

**Please submit proposals to:**  
**Craig Schmidt, President/CEO**  
**Healdsburg Chamber of Commerce & Visitors Bureau**  
**217 Healdsburg Avenue**  
**Healdsburg, CA 94558**  
[www.healdsburg.com](http://www.healdsburg.com)

or electronically to [craig@healdsburg.com](mailto:craig@healdsburg.com)

**If you have questions contact:**

**Craig Schmidt, 707-433-6935 or e-mail [craig@healdsburg.com](mailto:craig@healdsburg.com)**