

Request for Proposals: Graphic Design Services for Newfoundland Quarterly

February 7, 2019

Newfoundland Quarterly (NQ) is seeking to contract a qualified graphic designer for a contract of up to three years for digital layout and design services, including the magazine and other related graphic design needs.

Newfoundland Quarterly is this province's longest publishing magazine, produced since 1901. NQ publishes a printed publication 4 times every year, with new content published online at NQonline.ca every week. We publish the best in NL art and writing including fiction, non-fiction, poetry, podcasts, and more.

The successful respondent(s) must have substantial experience in producing high-quality design products, including print and online. The successful respondent(s) will work closely with the publisher and the managing editor to create products that support the brand and strategy of NQ. The production process of the magazine in particular is quite collaborative, with significant interaction between the managing editor and the graphic designer.

Despite our more than 100-year history, it is essential that NQ continue to evolve and reflect contemporary interests and aesthetics. We are constantly updating our look and feel to ensure an attractive and readable printed product.

The successful respondent will:

- Provide a refresh to the look and feel of our printed magazine, with the possibility of a total redesign in the future. We are looking to bring the look and feel of our printed magazine closer to that of the website.
- Create advertisements for NQ on a pay-per-use basis.
- Layout and produce our printed publication for one year (four issues) with the possibility of renewal. The magazine is 64 pages long, including articles, essays, advertising, and other magazine content. Designer will be provided with all copy, images and materials for publication. Layout will include importing of text copy placement of ads, photos, and the creation of some graphics. Copy editing and proofing to be completed by NQ. Provide social media and online materials to support each printed issue (including profile and cover images).

NQ Publication schedule:

This year's publication schedule is as follows:

- Copy dates (this is when all content is submitted to the editor): Feb 22, May 13, August 12, October 25
- Publication dates (This is the date that the printed edition is released to the public): April 1, June 17, September 16, December 2

Project Costing:

Bidders must provide a comprehensive breakdown on proposed costs:

- General Layout/Design (include base layout and design refresh (but not redesign) based on accepted template) for four issues.
- Hourly/one-off Rate for graphic design services (for NQ purposes.)

Companies are asked to provide bids on a one year renewable contract for up to a total three year contract. Companies may be subject to review after the first issue and again at the end of the first year. If the work is unsatisfactory, the contract may be revoked upon written notice, or not extended past the first year.

The contractor will be expected to demonstrate that they:

- Have extensive experience in layout and design of similar publications or equivalent work
- Are able to meet deadlines
- Are willing to work collaboratively with NQ staff to create a quality, consistent product

Components of the Proposal:

The proposal must include, but is not limited to, the following components:

- A statement of qualifications concisely describing the respondent’s capabilities and experience, including the names and similar experience of all principals to be involved in the project and their roles and responsibilities for the proposed project;
- A list of comparable publications designed by the respondent, which can include website addresses or published materials and contact information for the entities operating such publications, who may be contacted for references;
- A cost proposal including separate costs for various components of the project.
- A summary work plan describing the respondent’s approach to managing and co-ordinating the project.

Proposal Evaluation:

A contractor will be chosen based on evaluation criteria listed below. NQ reserves the right to make the selection based on this criteria and the lowest bid will not automatically receive the contract.

Contractor Evaluation (40%)

- Qualifications as outlined in Company Requirements
- Experience and expertise of personnel
- Experience with similar products
- References
- Ability to meet deadlines
- Samples of previous work

Project Costs (55%)

- Costs realistic for each component of event
- Cost related to professional and creative expertise
- “Fairness” of price related to market value

Clarity of Proposal (5%)

- Clarity and relevance of proposal contents
- Completeness

Submission details:

NQ intends to have a contract in place by March 1st with first issue production work starting immediately. NQ reserves the right to modify the conditions of the RFP, at any time up to the closing date and time. All submissions will remain confidential within the review panel. NQ is not bound to accept the lowest, or any, bid submitted.

The deadline for response to this proposal call is February 22, 2019, at 4:30 p.m. Proposals must be received by email (PDF format) at cindya@mun.ca. Question may be submitted to cindya@mun.ca prior to February 20th. All submitted questions and answers will posted at nqonline.ca.