



Request for Proposal

Spring Showcase of Homes Magazine

Revised 1/3/2011

Proprietary Information

Publishers are requested to mark any specific information contained in the proposal which is not to be disclosed to the public or used for purposes other than the evaluation of the proposals. Pricing and service elements of the successful proposal will not be considered proprietary. Proposal materials become the property of the Building Industry Association of Southern NM and may be returned only at the BIA's option. Proposals submitted may be reviewed and evaluated at the discretion of the BIA.

About the BIA

The BIA of Southern NM is a non-profit trade organization whose mission is to promote and protect the building industry in Southern New Mexico. Chartered in 1959, the BIA of Southern New Mexico is comprised of members of the building industry and its affiliates. As the voice of the building industry in Las Cruces, New Mexico, we serve our members and the community by promoting balanced economic development, providing education, and promoting professionalism.

About the Spring Showcase of Homes

The purpose of the Spring Showcase of Homes is to promote the building industry in Las Cruces and Southern NM. The Showcase of Homes is a scattered site tour of homes and is FREE to the public. It is held the last weekend in April and the first weekend in May each year. A magazine is produced and distributed throughout Las Cruces as a guidebook for the event. Attendance for the two weekends is typically over 7,000 people. The target audience for this publication is adults 25 years of age and older who are or will be interested in buying a home, building a home, or remodeling their existing home.

Goals

Our goals for this publication are to 1) develop a program for the event, 2) spotlight each home, 3) provide an advertising medium for our members and industry associates, and 4) promote the association and home building industry in Southern NM.

Budget & time frame

The BIA will not be providing start-up costs for the awarded publisher. Any costs associated with producing, designing, selling and printing the publication are at the discretion of the publisher. Work on the overall theme of the publication should begin within 5 days of award notification. The publication is expected to be printed and distributed 10 days prior to the start of the event (April 19, 2010). BIA representatives will meet with publishing staff within 5 days of award notification to create a timeline.

Consideration of Proposals

Accordingly, each initial proposal should be submitted with the most favorable price and service standpoint. The BIA reserves the right to reject any or all proposals received. The proposals must demonstrate that the publisher has the ability to execute a high quality, visually appealing, and accurate publication, and that it has produced such publications in the past.

Oral Presentation

An oral presentation by the publisher's representative to supplement a proposal may be required. These presentations will be scheduled, as required, by the Building Industry Association of Southern NM subsequent to the receipt of proposals and prior to award.

Proposal Format

Proposals must be concise and clearly organized. Pertinent supplemental information should be referenced and included as attachments. All proposals must be organized and tabbed to comply with the following sections:

I. Letter of transmittal. This should include an introduction of your company, the name, address and telephone number of the person to be contacted along with others who are authorized to represent the company in dealing with this RFP; and an expression of the publishers ability and desire to meet the requirements of this RFP.

II. Detailed Discussion. This section should constitute the major portion of the proposal and should cover all issues raised in this RFP and any other issues the publisher feels are relevant. Proposals should address, at a minimum, the following:

- A brief description of the proposed publication, especially if it varies from the specifications provided in the RFP (allotment of pages, size, number of photos, content, etc.).
- The quantity to be printed and current distribution size.
- A projected time frame for initial sales.
- A detailed marketing and distribution plan including targeted market segments and media delivery systems and timelines.
- A description of how revenue will be generated for the publication (advertising, sales, etc.).
- A proposed advertising rate card for this publication.

III. References. Include the company name, telephone number, and name of contact person of 2 - 3 previous clients for whom similar projects have been completed.

IV. Attachments. Attach examples of previous, similar work produced by the publisher.

Evaluation Criteria

Proposals will be evaluated against the following criteria. Each area of the evaluation criteria must be addressed in detail in the proposal.

- A. The ability of the publisher, through demonstrated products, to produce a publication as outlined below (including quality of images and photographs, layout, design, production, and printing).
- B. Timeliness in publishing.
- C. Ability to sell advertising, market and distribute the publication to a broad audience.
- D. BIA cost/risk analysis

Publication Structure and Service Requests

1. Revenue share agreement proposal
2. Pages:
 - 3 - 4 editorial pieces, approved by the BIA; written/produced by publisher
 - Thank you sponsors and committee section
 - Index of Homes section
 - Half page for each home entry (estimated 15—25 homes)
 - Advertising space as dictated by ad sales
 - Map of homes created and designed by publisher
3. Graphic design services, including initial design of print advertising pieces
4. Insertion into publishers existing distribution
5. Minimum 50 copies to be available at each home, plus copies available at BIA & sponsor offices
6. Publisher to collect copy and text from each home for layout.
7. Publisher to order renderings per home, as needed for layout.

Please submit your proposal by email or in person to attn: Gricel Chavez, Building Industry Association of Southern NM, 2825 N. Main Street, or gricelm@biasnm.org.

Deadline for submissions is noon on Friday, January 14, 2011.