




**SUBJECT:** Approval of a one-year renewal of contract to University Lithoprinters, Inc. for design and printing of the Annual Calendar in the amount of \$21,100 and a one-year renewal of contract to Accuform for design and printing of Engage! and Enhance in the amount of \$71,072 for a combined total of \$92,172.

**SUBMITTING DEPARTMENT:** Neighborhood and Business Relations

**CITY MANAGER APPROVAL:** 

<b>EXPENDITURE REQUIRED</b>	<b>\$92,172</b>
<b>AMOUNT BUDGETED</b>	<b>\$25,000, \$100,000, \$10,000 respectively (includes postage)</b>
<b>APPROPRIATION REQUIRED</b>	<b>N/A</b>
<b>LINE ITEM NUMBER</b>	<b>101-295.00-888.000 (\$21,100) Annual Calendar 101-295.00-888.500 (\$64,476) Engage! 208-695.00-888.900 (\$6,596) Enhance</b>

**BACKGROUND INFORMATION:** In July 2009, City Council awarded contracts to University Lithoprinters, Inc. and Accuform for the printing of the annual calendar and Engage! and Enhance, respectively. Both companies have successfully completed the first year of their contract, with both having renewal options for two years.

These publications represent the majority of direct mail pieces sent to residents and businesses in Novi. Recent survey feedback demonstrates approximately 45% of program registration and participation comes from printed, direct mail publications. These publications provide long-term reference to City happenings and serve as an additional reference resource for valuable information.

Staff is satisfied with the performance of each of the organizations, including the quality of publications, customer service, timeliness of production, and willingness to work together to reduce costs (using lighter paper, changing binding, etc).

**RECOMMENDED ACTION:** Approval of a one-year renewal of contract to University Lithoprinters, Inc. for design and printing of the Annual Calendar in the amount of 21,100 and a one-year renewal of contract to Accuform for design and printing of Engage! and Enhance in the amount of \$71,072 for a combined total of \$92,172.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Crawford				
Council Member Fischer				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Staudt				

**2011 Calendar**  
Marilyn Bealafeld

**To:** Walsh, Sheryl  
**Sent On:** Friday, May 21, 2010 12:59:54 PM  
**Archived On:** Friday, May 21, 2010 1:00:18 PM  
**Identification Code:** eml:2bd3e138-2fb2-42b7-82ee-f07fb849b8f9-2147456405  
**Folders:** Inbox

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Dear Sheryl,

Thank you for the opportunity to renew our contract with the City of Novi for the design, print and mailing. We will continue to provide you with our services. I look forward to working with you again this year.

Marilyn Bealafeld

Marilyn Bealafeld  
University Lithoprinters, Inc.  
734-973-9414

# ESTIMATE

**accuform**

printing & graphics

J-10-03269

**Date:** 5/10/10

**Quotation for:** City of Novi  
Attn:Tracie Ringle

**Job Description:** Engage 80 page self cover publication

**Ink:** 4color/2sides

**Flat Size:** 11" x 17"

**Folded Size:** 8.5" x11"

**Stock:** 60# Gloss text

**Artwork:** ap&g to create layout & output Plates

**Proof:** Digital Dylux, contract proof

**Bindery:** Trim, pack for carrier route mailing using all Novi address.

**Delivery:** Novi & Northville Post offices

**Quantity/Investment:**

27,000@ \$21,492.00

Thank you for the opportunity to submit an estimate on this project.

**Terms:** Net 30 Days. 1.5% service charge after 30 days.

Respectfully Submitted  
Paul Douglas Johnson

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APS/ O: 313.271.5600 M: 313.377.6899

Accepted By: \_\_\_\_\_

**accuform****printing & graphics**

7231 Southfield

Detroit, MI 48228

V: 313.271.5600 F: 313.271.4579

**Estimate/Contract Renewal****E-10=003473****Date:** 5/26/10**Client:** City Of Novi

Attn: Tracie Ringle -Ph: 248.735.5613

**Job Description:** Enhance – 8 page Senior news letter**Ink:** 2 over 2**Flat Size:** 11" x17" (Folds to 8.5" x11" than to 8.5" x 5.5")**Stock: Text:** 60# white offset**Artwork:** Accuform to layout & out put plates**Proof:** Digital Dylux,**Bindery:** Trim, fold, collate, saddle stitch, box and ship.**Investment:**

10,000 @ \$1,649.0

**Special Comments: Renewal of Print collateral for Novi projects listed below for an additional Year at the same price.****A) 30,000 -Theatre Season Postcards****B) 5,000 – Novi Theatres Play Bill covers****C) 700- Appreciation Dinner Invitations****D) 700- Appreciation Dinner Programs****E) 50 – Comprehensive Annual Financial Report**

Kind Regards

Paul D Johnson

Accuform Printing Services

Accepted By:

5-27-09

Company name University Lithographers



ORIGINAL

CITY OF NOVI  
REVISED PROPOSAL FORM

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof according to the attached terms and conditions.

PRINTING SERVICES – SPECIALTY PUBLICATIONS

1. Annual Report Calendar

Quantity: 30,000 (once annually) + 1000 extra pull out maps

Design and printing \$ 21,100 total

Postage (28,000) \$ .320 to .337 per piece \$ 8960 to 9436 total

Production/delivery time 10 DAYS

2. Enhance Senior Newsletter

Quantity: 10,000 (four issues annually)

\* Design and printing \$ 2620.00 total

Postage (9,400) \$ .346 to .416 per piece \$ 3252.00 to 4622 total

Production/delivery time 5 to 7 DAYS

→ option for glue binding # 2365.00

4. Engage! Community Program/Recreation Guide

Quantity: 30,000 (three issues annually)

Design and printing \$ 28,910.00 total

Postage (28,000) \$ .393 per piece \$ 10,990.00 total

Production/delivery time 10 to 12 DAYS

Printing Rush Charges

\$ 65.00 per hour to  
# 250.00 per hour  
See comments

5-26-09

Company name Academics Printing & Graphics



CITY OF NOVI  
REVISED PROPOSAL FORM

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof according to the attached terms and conditions.

PRINTING SERVICES – SPECIALTY PUBLICATIONS

1. Annual Report Calendar

Quantity: 30,000 (once annually) + 1000 extra pull out maps

Design and printing \$24,980.00 total  
Postage (28,000) \$0.2215 per piece \$6,203.70 total  
\* 0.068 saturation + 0.356 per lb.  
0.6902  
Production/delivery time 12 Days

2. Enhance Senior Newsletter

Quantity: 10,000 (four issues annually)

Design and printing \$1,649.00 total  
Postage (9,400) \$0.1428 per piece \$1,334.80 total  
DDU saturation under 3.3oz  
Production/delivery time 10 Days

4. Engage! Community Program/Recreation Guide

Quantity: 30,000 (three issues annually)

Design and printing \$25,695.00 total  
Postage (28,000) \$0.27715 per piece \$7,760.20 total  
0.9102  
Production/delivery time 10 Days

0.068 saturation + 0.356 per lb = mail/postage cost.

Printing Rush Charges

\$ 0



cityofnovi.org

## MEMORANDUM

**TO:** CLAY PEARSON, CITY MANAGER  
**FROM:** SHERYL WALSH, DIRECTOR OF COMMUNICATIONS SW  
**SUBJECT:** COST OF MAJOR PUBLICATIONS  
**DATE:** 12/09/09

12/9/09  
To Mayor 1/12  
Council Meeting  
[Signature]

Three large communication pieces (Annual Calendar, Engage!, and Enhance) will be delivered to community members' mailboxes over the next several weeks. The City is proud to partner with the Library on all three publications to share the entire Novi "story." The following provides detail regarding each publication:

### Annual Calendar

Distribution: 30,000 copies printed. Delivered to all residents and businesses in Novi (27,000) with the balance placed at City and Library customer service counters and handed out at the State of the City Addresses.

#### Total Production/Mailing Cost:

Printing	\$21,100
Postage	6,000
Advertising	<u>(5,550)</u>
Total	21,550

→ Cost per calendar: 72¢

Delivery Date: At Post Office December 9, 2009

### Engage!

Distribution: 30,000 copies printed. Delivered to all residents and businesses in Novi (27,000) with the balance placed at City and Library customer service counters and distributed at City events.

#### Total Production/Mailing Cost:

Printing	\$29,625
Postage	6,000
Advertising	<u>(2,780)</u>
Total	32,845

→ Cost per publication: \$1.09

Delivery Date: At Post Office December 11, 2009

### Enhance

Distribution: 10,000 copies printed. Delivered to residents ages 50+ and placed at City and customer service counters.

#### Total Production/Mailing Cost:

Printing	\$ 1,649
Postage	1,850
Advertising	<u>(1,500)</u>
Total	1,999

→ Cost per publication: 20¢

Delivery Date: January 6, 2010

If you have any questions about these publications, please let me know.