

Specifications for Community Services Activity Guide & Postcards

REVISED PER ADDENDUM #1

ACTIVITY GUIDE SPECIFICATIONS

Page Count:

44 + 4 page cover for Winter, Spring and Fall issues and
48 + 4 page cover for the Summer issue.

Stock & Color: Cover is 4 pages of 60# CGW and printed in 4 color
Text is 30# Newsprint and printed in Black & White

Page Size: 8 3/8" x 10 7/8"

Image: Bleed

Artwork: Customer supplied PDFs or native digital files to Printer's specifications.

Binding: Saddle stitch along the 10 7/8" side, Trim

Our projected print run will be 25,000 per issue, but we may need to increase this to 119,000 copies per issue. The determination on quantity may not be able to be made until a few days before we deliver the files for print. Please provide quotes for both quantities. Copies to be bundled in stacks of 50 and tied.

Activity Guides will be delivered as follows:

For run of 25,000:

- 2,000 delivered to Anaheim Community Services Department at City Hall East, 200 S. Anaheim Blvd. Suite #433, Anaheim, CA 92805
- 23,000 delivered to Anaheim Central Yard, 900 E. South St., Anaheim, CA 92805

For run of 119,000:

- Approximately 108,000 – 109,000, depending on carrier route pre-sort (provided by printer), delivered to five Anaheim post offices.
- 10,000 delivered to Anaheim Central Yard, 900 E. South St., Anaheim, CA 92805, as well as any additional issues after post office delivery.

The following are the specifications for the Anaheim Community Services Department's quarterly Postcards:

PROMOTIONAL POSTCARDS FOR MAILING

Stock & Color: 14pt. Color will be 4/4 (full color both sides). Gloss stock, with aqueous coating on both sides per available sample (See Page 2 of bid document).

Postcard Size: 4" x 6"

Image: Bleed

Artwork: Customer supplied PDFs or native digital files to Printer's specifications.

Postcard art files will be submitted with Activity Guide files. Number of postcards is approximately 109,000; determined by carrier route pre-sort, provided by printer.

An additional 1,000 postcards will be delivered to:

- Anaheim Community Services Department at City Hall East, 200 S. Anaheim Blvd. Suite #433, Anaheim, CA 92805

PROMOTIONAL POSTCARDS FOR SCHOOL DISTRICT DISTRIBUTION – NO MAILING

Stock & Color: 14pt. Color will be 4/4 (full color both sides). Gloss stock, with aqueous coating on both sides per available sample (See Page 2 of bid document).

Postcard Size: 4" x 6"

Image: Bleed

Artwork: Customer supplied PDFs or native digital files to Printer's specifications.

Postcard art files will be submitted after Activity Guide files. Number of postcards is approximately 35,000.

Postcards will be delivered to:

- Anaheim Community Services Department at City Hall East, 200 S. Anaheim Blvd. Suite #433, Anaheim, CA 92805