



Request for Proposal for Graphic Design

Purpose

The purpose of this request for proposal (RFP) is to invite prospective vendors to submit a proposal for graphic design of a full color 40- to 60-page association magazine for the Commercial Vehicle Safety Alliance (CVSA).

About CVSA

CVSA is an international non-profit organization comprised of local, state, provincial, territorial and federal motor carrier safety officials and industry representatives from the United States, Canada and Mexico. Our mission is to promote commercial motor vehicle safety by providing leadership to enforcement, industry and policy makers.

Proposal Guidelines

This RFP follows with CVSA's open and competitive solicitation and selection process. Proposals must be signed by an agent or representative of the organization submitting the proposal. All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by CVSA legal counsel and will include scope, budget, schedule and other necessary items pertaining to the service.

Proposal Preparation

We would like your proposal to be as accurate as possible. In order to do so, we encourage you to read the entire RFP carefully, and contact CVSA with any questions that arise. Proposals and related inquiries should be directed to:

Nicole Leandro
Manager of Communications
301-830-6152
nicolel@cvsa.org

Project Scope

The Alliance offers a quarterly printed magazine to its almost 4,000 members. CVSA's quarterly magazine, *Guardian*, focuses specifically on news for the commercial vehicle safety inspector. *Guardian* provides a beneficial mix of trends, perspectives and innovations from government, enforcement and industry.

We are looking for an experienced graphic designer to design four editions of the magazine per year. The magazine is full color, with bleeds and runs anywhere from 40 to 60 pages, depending on the amount of content received for that edition. We would like for the magazine to look similar to the way it has been recently designed but with visual improvements as well.

Samples of the magazine, for reference, can be found here:

http://www.cvsa.org/guardian/archives/archive_guardian.php



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We also request that only companies with more than one graphic designer submit proposals. This is because the magazine has a set schedule. If one graphic designer is out of the office or on vacation, we need the production of the magazine to continue in order to ensure all deadlines are met.

Contract Period

The graphic designer should charge CVSA per hour, per edition.

Budget

Proposed budget for the project should be commensurate with the scope of work.

Bidder Qualifications

Proposals should include prior experience, and qualifications of the organization and key personnel.

Proposal Evaluation Criteria

Contract will be awarded based on the following criteria:

- Graphic design experience
- Samples of similar design work
- References/referrals from other clients
- Proposed budget commensurate with scope
- Comfort level with the graphic design staff

Deadline

Proposals will be accepted until 5 p.m. EST on Friday, Feb. 12, 2016. Any proposals received after this date and time will be not be considered. Your proposal should address the specific requirements outlined in this RFP.