



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Approve Specifications and Authorize Advertisement for Bid for Parks and Recreation Tabloid Printing

MEETING DATE: September 4, 2002

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: The Council approve specifications and authorize advertisement for bid for Parks and Recreation Tabloid printing.

BACKGROUND INFORMATION: For several months staff has researched options to revise and improve the Parks and Recreation Department tabloid. The tabloid is a primary marketing tool for our program offerings, facility rentals, and detailed Department information.

Funds were approved as part of the City budget process for this purpose. This request is to go to bid for needed printing services. This tabloid is printed three times a year. The estimated cost for each issue is \$4,000 - \$5,000.

FUNDING: To be provided from current budget allocation.
Estimate is from \$12,000 to \$15,000 annually.

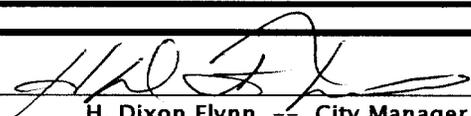

Roger Baltz
Parks and Recreation Director

Prepared by Jennifer Alberti, Recreation Supervisor

RB:tl

cc: City Attorney

APPROVED: _____


H. Dixon Flynn -- City Manager

08/29/02



Parks and Recreation Department
The Benefits are Endless

Project Title: Lodi Parks and Rec. Booklet

Job Description: 20 page Booklet + Cover

Size/fold: 8 1/8 x 10 5/8 (finished)

Pages: 20 total inside pages, plus cover

Color: Cover: 4 color process/2sides
Inside: Black + 1 pms

Paper Stock: Cover: 70# Gloss book; white
Inside: 35# Offset book; white

Quantity: 20,000

Bindery: Fold and Saddlestitch

Final Art Provides As: On disk, Macintosh –Pagemaker with preliminary color proof and laser seps.

Special Instructions: Blueline/Color key proof and Press Check required

Bulk Delivery to Lodi Area (2 locations)
Specified Qty directly to client

125 N. Stockton Street
Lodi, CA 95240

Website: www.lodi.gov
E-Mail: prdept@lodi.gov

(209) 333-6742
FAX: (209) 333-0162