



## **REQUEST FOR PROPOSALS**

### **University of The Bahamas Alumni Magazine**

#### **PURPOSE**

A strategic tool for alumni engagement and branding, the University of The Bahamas Alumni Magazine will serve as a crucial element of the institution's communications and outreach strategy for local, national, regional and international constituents.

The magazine will present compelling narratives of UB's happenings, developments, milestones and achievements and showcase how faculty, staff, alumni, students and supporters are helping UB to achieve its mission of "advancing and expanding access to higher education, promote academic freedom, drive national development and build character through teaching, learning, research, scholarship and service".

The University of The Bahamas Office of Institutional Advancement and Alumni Affairs therefore invites competitive proposals from suitably qualified vendors for the high quality graphic design and layout of the University of The Bahamas Alumni Magazine Issues 1 and 2 for Fall 2017 and Spring 2018 respectively. In graphic design and content, the magazine will be on par with magazines of leading universities in other regions and will comprise approximately forty (40) pages (excluding cover) utilizing full colour, high quality graphic elements.

## **SCOPE OF WORK**

UB is seeking the following of the successful vendor that will collaborate with UB's offices of University Relations and Alumni Affairs, in the magazine development process. The scope of work includes the following:

1. Magazine Concept & Design
  - Concept
  - Design & Layout
  - Typography
  - Mock-ups & Proofs
  - Prepress
2. Photography
  - President
  - Guest Editorial
  - Alumni Circle
3. Illustration
  - Guest Editorial
  - 2 Features
  - 5 Inserts
4. Design of Magazine Advertisements
  - Front inside cover
  - Back cover
  - Supplemental internal advertisements
5. Online Magazine Version
  - Interactive page-turner

The vendor shall produce a full-sized, colour mockup of the entire magazine by a mutually agreed final copy date. University of The Bahamas will retain ultimate responsibility for the accuracy of the magazine by signing off on approval of the final copy and layout proof of the following:

- Design final proof
- Final print proof prior to full printing of each magazine.

## **SUBMISSIONS**

Proposals must address the listing itemized in the Scope of Work including recommendations on size, typography, paper stock, composition and folding/binding. Submissions must also include sample front and back magazine cover and a four-page layout.

Sealed copies of the RFP must be hand-delivered in triplicate to the Office of the Vice President of Institutional Advancement and Alumni Affairs addressed as follows:

Ms. Davinia Blair

Vice President, Institutional Advancement and Alumni Affairs

Top Floor, Keva M. Bethel Building, University of The Bahamas

University Drive

P.O. Box N-4912

Nassau, The Bahamas

For further information contact: 302-4301 or 302-4366.

## **DEADLINE**

The deadline for proposal submissions is: 4:00 p.m. EST Friday, 8<sup>th</sup> September 2017.