

HOPKINS COUNTY PUBLIC SCHOOLS 2020-21 INVITATION TO BID

The Hopkins County Board of Education will receive sealed bids for **YEARBOOKS** and services hereinafter described and specified, Bid #2021YEARBOOKS. Bids will open on April 21, 2020 and must be received no later than 12:00 pm (Central Time) on May 5, 2020 at the office of the Hopkins County Board of Education, 320 South Seminary Street, Madisonville, Kentucky 42431.

The Hopkins County Board of Education reserves the right to reject any and all bids. The Hopkins County Board of Education reserves the right to award the order or orders to other than the low bidder if it is in the best interest of ultimate economy and standardization to do so. Bidders are to give unit prices, totals for each item, and combined bid if awarded all items specified. Awarded bid vendor may present the District with option to renew 120 days prior to contract end (June 30, 2021). The District has the right to renew and enter into additional two (2) one (1) year contract(s) under the stipulation that both parties agree upon terms with Board consent and approval for the consecutive year(s).

All services and/or equipment shall be delivered prepaid to the Hopkins County Board of Education, 320 South Seminary Street, Madisonville, Kentucky 42431. Any deviation from this shall be covered with each item in the specifications.

If the bidder intends to offer any discounts, the bid shall include any discount available or any payment plan that would be of benefit to the Hopkins County Board of Education. All such discounts will be considered as a part of the bid determining the lowest bid price.

The terms and conditions as set forth in all other sections in this bid document are considered as included within the requirements of this Invitation to Bid. All persons submitting a bid shall therefore be bound by the requirements of these documents and are entitled to inspect same upon request.

Reference to brand names is for identification purposes only and in no way is to be construed as an attempt for comparative purposes.

All bidders shall furnish descriptive literature showing specifications of materials as a part of their bid.

If any emergency arises and the successful bidder is unable to furnish any items required from this stock and/or within the specified time, the Hopkins County Board of Education reserves the right to purchase the necessary items from another source of supply.

When the bid is submitted, the bid number must be marked on the outside of the envelope and mailed or hand carried to the Hopkins County Board of Education at 320 South Seminary Street, Madisonville, Kentucky 42431. The Hopkins County Board of Education is not responsible for late mail or any delivery after the announced bid opening date and time. Please contact Eydie Tate, Director of Finance, at (270) 825-6000 with any questions pertaining to the bid process.

THIS CERTIFICATE MUST BE EXECUTED BY BIDDER

In compliance with this Invitation to Bid, in consideration of the detailed description attached hereto; and subject to all conditions thereof, the undersigned agrees, if this bid is accepted within the time stipulated above, to furnish any of all of the items upon which prices are quoted and for which a contract is awarded by the Hopkins County Board of Education in accordance with the specifications apply at the price set opposite each item.

FIRM NAME

Jostens

BY

Amy Graybeal

FIRM ADDRESS

2250 F Wilma Ruffin #104
Clarksville, TN 37040

TITLE

Ind. Sales Rep.

JOSTENS YEARBOOK BID PROPOSAL
2020-2021 Hopkins County Schools

School Name	Book Specifications	Pricing Proposal
Hopkins County Central HS	225 copies, 224 pages, hard cover, all color	\$56 per copy \$12,600
Madisonville North Hopkins HS	450 copies, 288 pages, hard cover, all color	\$59.49 per copy \$26,770.50
Browning Springs MS	201 copies, 72 pages, all color	Hard cover - \$17.26 per copy (\$3,468.30) Soft cover - \$16.42 per copy (\$3,300.85)
Earlington Elementary	151 copies, 44 pages, all color	Hard cover - \$15.66 per copy (\$2,364.66) Soft cover - \$14.82 per copy (\$2,237.82)
Grapevine Elementary	101 copies, 44 pages, all color	Hard cover - \$17.24 per copy (\$1,741.24) Soft cover - \$16.42 per copy (\$1,658.42)
Hanson Elementary	401 copies, 60 pages, all color	Hard cover - \$13.85 per copy (\$5,554.00) Soft cover - \$13.03 per copy (\$5,225.03)
James Madison MS	301 copies, 72 pages, all color	Hard cover - \$16.08 per copy (\$4,840.38) Soft cover - \$15.26 per copy (\$4,593.26)
Jesse Stuart Elementary	151 copies, 52 pages, all color	Hard cover - \$16.00 per copy (\$2,416.00) Soft cover - \$15.18 per copy (\$2,292.18)
Pride Elementary	151 copies, 44 pages, all color	Hard cover - \$15.66 per copy (\$2,364.66) Soft cover - \$14.82 per copy (\$2,237.82)
South Hopkins MS	201 copies, 48 pages, all color	Hard cover - \$13.36 per copy (\$2,685.24) Soft cover - \$12.54 per copy (\$2,520.54)
Southside Elementary	151 copies, 40 pages, all color	Hard cover - \$14.06 per copy (\$2,123.06) Soft cover - \$13.24 per copy (\$1,999.24)
West Broadway Elementary	180 copies, 40 pages, all color	Hard cover - \$12.28 (\$2,210.35) Soft cover - \$11.46 (\$2,062.80)
West Hopkins School	176 copies, 72 pages, all color	Hard cover - \$17.76 (\$3,125.28) Soft cover - \$16.94 (\$2,981.44)

JOSTENS YEARBOOK SPECIAL SERVICES

2020-2021 Hopkins County Schools

YEARBOOK REPORTS:

Yearbook Sales Report – FREE of charge
 Yearbook Sales Summary – FREE of charge
 Yearbook Statements – FREE of charge
 Yearbook Payments Report – FREE of charge
 All Personalization Info – FREE of charge
 Duplicate Students Report – FREE of charge
 Yearbook Notes Report – FREE of charge
 Adjustment Detail Summary – FREE of charge

Payment Detail Summary – FREE of charge
 Yearbooks Missing Personalization Info – FREE of charge
 Yearbook Distribution Report – FREE of charge
 Yearbook Notes Report – FREE of charge
 Yearbooks with Missing/Invalid Grades – FREE of charge
 Extended Edition Report – FREE of charge

ADS REPORTS:

Ad Sales Report – FREE of charge
 Ad Sales Summary – FREE of charge
 Ad Statements – FREE of charge

Ads with a Balance Due – FREE of charge
 Ad Orders Missing Materials – FREE of charge

YEARBOOK CONSUMER MARKETING OPTIONS: The program is customizable by marketing channel (email or direct mail), message (personalization or tiered pricing) and campaign timing. National email campaigns are available to provide even more air cover for a complete year marketing program.

Hybrid 2 - \$1.35/Student	Hybrid 3 - \$1.85/Student	Direct Mail - \$1.85/Student	Email - \$0/Student	No List - \$0/Student
3-5 Campaigns	3-5 Campaigns	3-5 Campaigns	1-5 Campaigns	Email Templates to Adviser
2 Direct Mail Offers (Hybr 2) OR	3 Direct Mail Offers	3 Direct Mail Offers	4 emails per campaign	Yearbook Flyer
3 Direct Mail Offers (Hybr 3)	Email Templates to Adviser	Email Templates to Adviser	Phoned-in Orders	
4 emails per campaign	Phoned-in Orders	Phoned-in Orders	List Acquisition & Upload	
Phoned-in Orders	Mailed-in Orders	Mailed-in Orders	Yearbook Flyer	
Mailed In Orders	List Acquisition & Upload	List Acquisition & Upload		
List Acquisition & Upload	Yearbook Flyer OR	Yearbook Flyer OR		
Yearbook Flyer OR	Order Form w/ Envelope	Order Form w/ Envelope		
Order Form w/ Envelope				

JOSTENS AD SERVICES: Jostens Yearbook Ads Program is a full-service program for promoting, selling and creating Recognition and Business Ads in the yearbook. This is a great way for staffs to create additional interest in the book, offer parents a unique way to recognize their students' accomplishments, reach out to the business community and raise money for the yearbook program without additional work. There are two versions of the program. The full-service version includes an online only creation and payment vehicle. The other version is for schools that need a vehicle to collect credit card payments for their ad sales.

PARENT ONLINE CREATION SERVICE: Parent creates ad online selecting template, uploading photos, placing photos and creating text and paying for the ad. Online ordering and creation must be done entirely digitally. No offline payments or materials can be accepted.

Jostens receives all content, places the ads for the school on their YBA site for Page Designer customers. Customers may import Yearbook Ad pages from their YBA site to InDesign for editing and submission. Adviser reviews and edits completed pages and submits to the plant.

PRICING:

The program is FREE of charge to the school for ads submitted prior to the deadlines provided to the yearbook adviser. The custom flyers for both parent ads and business ads are included for no charge.

JOSTENS YEARBOOK SPECIAL SERVICES

2020-2021 Hopkins County Schools

COVERAGE REPORT: Yearbook advisers/staffs can tag images for our software to account for the number of times each student is featured in the yearbook. This report is then used to generate an index to be featured in the yearbook. Through the coverage report, Jostens is also able to create personalized marketing pieces for student non-buyers, such as our You're in the Book flyers.

PRICING:

The program is FREE of charge to the school.

REPLAY IT APP: Website available for parents, students and community members to upload photos for use in the yearbook. Jostens has a digital time capsule to preserve uploaded images and video clips for years to come.

PRICING:

The program is FREE of charge to the school.

DIGITAL CLASSROOM: Resources to make teaching yearbook easy and enjoyable, including lesson plans, articles, videos, tips and visual examples. Tools available to Plan, Sell, Create and Celebrate.

PRICING:

The program is FREE of charge to the school.

Google Drive Access: Integrated into our image library, Google Drive gives yearbook staffs the flexibility of the Google cloud and the convenience of saving time. Parents can contribute photos they take, students can share behind the scenes pictures your staff may not have the chance to get, and the entire community can be a part of making the yearbook. After Covid-19, we can all see a need for this, and now, we're offering it as a part of working with us.

PRICING:

The program is FREE of charge to the school.

YEARBOOK+: *(Available to high schools only)* This innovative and secure program allows the yearbook book to be comprehensive in its coverage, interactive in its place in the community, and incredibly easy for every student to access. Students are able to contribute their own coverage, share photos of the events that happen all over the school, and it personalizes the book for each student.

PRICING:

The program varies per school depending on book specifications.

WORKSHOPS/WORKDAYS: Various opportunities will be made available throughout the course of the school year. Each opportunity is unique in its offerings and instruction, with multiple professionals from the industry serving as keynote speakers and/or presenters.

OTHER REPORTS/RESOURCES AVAILABLE FREE OF CHARGE: Deadlines, Performance, Page Status, Tagged Images, Image Library, Design Gallery, Yearbook Kit, 3 Marketing Yard Signs, Index Flow, Panel Flow, Promotional Tools and Pre-Designed Emails, Online Banners for the Yearbook, Yearbook Ads and ReplayIt, Yearbook Image Widgets, Yearbook Ad Templates, Sales Letters, Social Media Content, and Yearbook Order Forms.