

COUNCIL ACTION FORM

AGENDA ITEM: MARKETING PROPOSAL FOR TWO PAGE SPREAD IN WINDSOR HEIGHTS LIVING

HISTORY:

Big Green Umbrella Media started Windsor Heights Living after careful consideration under strong encouragement from the City of Windsor Heights. Representatives from the council and city staff visited with Shane Goodman and expressed a desire to have the magazine published in the community with a newly acquired zip code. In January of 2010, the City of Windsor Heights began to use Windsor Heights Living as way to distribute a newsletter to its residents. This distribution allowed the city to reach every household in Windsor Heights. In 2016, the City decided to up the page count from one page to two pages to have more room for content and for marketing purposes.

PRICING QUOTES

Three pricing quotes have been included for your review. All quotes are comparable to Windsor Heights Living. The quotes include design, layout, printing, postage and mailing to 2,269 households in Windsor Heights. The newsletter will have the postage and mailing address on them. Therefore, we will lose some content space for the mailing address. Twotone has a quote for the mailing address printed on the newsletter and one quote for an envelope. Akili Design quote has a discount built in for it being a monthly newsletter for a year (discount of 171.19/month). Saturday MFG has additional charge of \$1200 for the initial design and then the monthly costs.

Quotes	Company	Monthly Cost	Yearly Total
Quote #1	Windsor Heights Living Magazine	\$693.00	\$8316.00
Quote #2	TwoTone Creative	\$1018.80	\$12225.60
Quote #3	Akili Design and Marketing	\$1250.00	\$15000.00
Quote #4	Saturday MFG	\$1869.56	\$22434.72

OPTIONS:

1. Accept the lowest quote from Windsor Heights for the two-page spread in Windsor Heights Living total cost of \$8,316.00 per year.
2. Choose an alternate quote provided.
3. Reject quote and ask staff to look into other alternatives.
4. Reject quotes and do nothing at this time and rebid it next year.

STAFF RECOMMENDATIONS:

Staff recommends renewing our contract with Windsor Heights Living Magazine supported by the items listed below:

1. The excellent reputation of Windsor Heights Living and our continued commitment to support the local businesses within Windsor Heights.
2. The ability to consistently provide our residents with a reliable source of news.
3. The affordability of reaching every household in Windsor Heights.
5. Therefore, it is the recommendation of the City Administrator that Council approved Quote #1, accepting the quote from Windsor Heights for the purchase of a two page spread in the Windsor Heights Living Magazine total cost of \$8,316.00 per year.

Iowa Living magazines

5619 N.W. 86th St., Johnston, Iowa 50131

515-953-4822

www.iowalivingmagazines.com

Nov. 8, 2016

Mayor Diana Willits and the Windsor Heights city council members
City of Windsor Heights
1145 66th St., Suite 1
Windsor Heights, Iowa 50324

Dear Ms. Willits:

I would like to begin by expressing my appreciation for choosing Windsor Heights Living to serve as the vehicle to distribute your city newsletter for the past six years, since the first issue which was mailed in January of 2010. Eight cities currently publish their newsletters in the Living magazines today on a monthly basis, most since the first day of publication in their community. Johnston's community survey ranks Johnston Living as the primary source residents look to for city information. (Survey states: The primary sources that residents have used to receive information about the City during the past year were: Johnston Living Magazine (82%), the City's website (66%), their utility bill (57%), and the Des Moines Register (51%).) In addition, CVC, an independent, third-party audit company, indicates that people in 7.5 out of 10 households regularly read their Living magazine.

Council member Tony Timm suggested that comparisons be made to help justify the investment in advertising the city newsletter in Windsor Heights Living magazine. With the rate of \$693 for two full-color pages in Windsor Heights Living, the cost per household reached is 30 cents. For that price, we lay out and design the ads, print 2,269 magazine copies in full color in a quality product with high readership, and mail them via USPS to all residents in Windsor Heights. For comparison, I researched the cost of printing and mailing your own two-sided flier. The cost can vary, but I estimate 19 cents per piece to print, 12 cents per piece to mail (non-profit rate) and then a graphic designer cost of \$200. That total comes to \$903.39 or 39 cents per household. I certainly encourage you to research this on your own as well.

I receive countless compliments about Windsor Heights Living from residents and businesses all the time. Just last week, I was out in the community taking photos of children trick or treating. Both the kids and parents were thrilled at the opportunity to have their photo in the magazine. We attend events, take photos and provide the good news for the community every month of every year without exception.

Big Green Umbrella Media started Windsor Heights Living after careful consideration under strong encouragement from the City of Windsor Heights. Representatives from the council and city staff visited with Shane Goodman, our publisher, and expressed a desire to have the magazine published in the community with a newly acquired zip code. The household count in Windsor Heights is lower than what we look for in our typical business model, but with the support of the city, Shane agreed.

The simple fact is that without the city advertising its newsletter in Windsor Heights Living magazine, we will not be able to publish here. This is not a threat, but it is a fact. As stated from the very beginning, Windsor Heights Living magazine needs the city to advertise in order to sustain. We understand and appreciate that it is not the taxpayers' responsibility to fund this magazine. We also understand and appreciate the council's desire to openly communicate with the residents, and Windsor Heights Living magazine is the best-read and most effective way to do this.

Again, we appreciate the opportunity to publish your newsletter, and we hope that we can continue this relationship for years to come. If you have any questions, please contact me directly at 515-326-0082 or jolene@iowalivingmagazines.com.

Sincerely,

Jolene Goodman
Business Development Director

Iowa Living

magazines

Date: Oct. 17, 2016

To: Jessica Vogel
City of Windsor Heights

From: Jolene Goodman
Vice President, Iowa Living magazines

Re: Windsor Height Living contract renewal

Outlined below are the terms for the Windsor Height Living agreement renewal that we wish to put before the Windsor Heights city council as soon as possible.

The City of Windsor Heights agrees to continue advertising for 12 months starting in November 2016 in *Windsor Heights Living Magazine* for their city newsletter. This advertising will be two full pages. Two full pages will be guaranteed to run in the center of the magazine. Rates are outlined below:

2 page spread: \$693/month (2 pages earn an additional 10% discount, discount reflected)
Additional ads: \$385/month, 12x rate will be honored

In the event that the City of Windsor Heights terminates this contract prior to the full term of 12 months, the city will be invoiced for the difference between the agreed 12 month rate and the appropriate rate described below for each previous month of publication.

Term (months)	2 pages (\$)	1 page (\$)
12x	\$693	\$385
6x	\$834	\$463
3x	\$967	\$537
1x	\$1,102	\$612

Publication Dates (the third Thursday of the month)

November 17
December 15
January 19
February 16
March 16
April 20

May 18
June 15
July 20
August 17
September 21
October 19

Distribution of Windsor Heights Living as of September, 2016 is 2,269 copies that are mailed to all households in 50324, 100% saturation.

Deadlines for copy are 15 days prior to above publication date on a Wednesday.

Ad copy will be prepared by staff at the City of Windsor Heights and sent to Windsor Heights Living at the deadlines established above. Windsor Heights Living can assist with the layout and design of the newsletter each month.

Payment Terms

Payment is due 30 days after invoice is received.

Advertiser

Date _____

City of Windsor Heights

1145 66th Street, Ste. 1

Windsor Heights, IA 50324

515-278-2344

Name _____

Signature _____

Publisher

Big Green Umbrella Media, Inc.

414 61st Street

Des Moines, IA 50312

515-953-4822

Signature _____

Sales manager: Jolene Goodman

Signature: _____

Publisher: Shane Goodman

Signature: _____



NOVEMBER 14, 2016

NEWSLETTER QUOTE

TWOTONE CREATIVE

Prepared by: Jenny Cross

515.864.9466

jenny@twotonecreative.com

WINDSOR HEIGHTS

Prepared for: Jess Vogel

jvogel@windsorheights.org

Project	Project Description	Price
NEWSLETTER DESIGN	1 Page, Double-sided custom designed with copy provided by Windsor Heights	\$290.00
NEWSLETTER PRINTING	Qty: 2,269 - 1 Page, Double-sided, Full Bleed, Full Color - 8.5x11 on thick cardstock, glossy	\$530.00
NEWSLETTER MAILING	Newsletter packaged and printed ready for direct mail	\$198.80
TOTAL		\$1018.80

Project	Project Description	Price
NEWSLETTER DESIGN	1 Page, Double-sided custom designed with copy provided by Windsor Heights	\$290.00
NEWSLETTER PRINTING	Qty: 2,269 - 1 Page, Double-sided, Full Bleed, Full Color - 8.5x11 on text weight paper, folded in half, sealed	\$575.00
NEWSLETTER MAILING	Newsletter packaged and printed ready for direct mail	\$198.80
TOTAL		\$1063.80

Akili Design & Marketing Services

PO Box 42234

Urbandale, IA 50323 US

(515) 650-3004

accounting@akilidesign.com

Estimate



ADDRESS

City - Windsor Heights

1133 66th St.

Windsor Heights, IA

Original Quote

ESTIMATE #	DATE
2020	11/10/2016

Please detach top portion and return with your payment.

ACTIVITY	QTY	RATE	AMOUNT
Design Layout and Design	4	75.00	300.00
Design Edits	1	75.00	75.00
Print Printing & Mail Prep	2,500	0.2448	612.00
postage Postage	2,467	0.1759992	434.19

Please allow 7-10 days for printing and mailing to be dropped following proof approval.

TOTAL

\$1,421.19

Accepted By

Accepted Date

Akili Design & Marketing Services

Estimate



PO Box 42234
Urbandale, IA 50323 US
(515) 650-3004
accounting@akilidesign.com

ADDRESS
City - Windsor Heights
1133 66th St.
Windsor Heights, IA

*discounted
quote*

ESTIMATE #	DATE
2020	11/10/2016

Please detach top portion and return with your payment.

ACTIVITY	QTY	RATE	AMOUNT
Design Layout and Design	4	75.00	300.00
Print Printing & Mail Prep	2,500	0.206324	515.81
postage Postage	2,467	0.1759992	434.19

Please allow 7-10 days for printing and mailing to be dropped following proof approval.

TOTAL

\$1,250.00

Accepted By

Accepted Date



515-440-0014	WWW.SATURDAYMFG.COM	
1717 INGERSOLL AVE	BAY #121	DES MOINES, IA 50309

- INSPECTED
- CERTIFIED

CLIENT	City of Windsor Heights
PROJECT	Newsletter
DATE	November 16, 2016

ESTIMATE NO. CWH-0001

PROJECT ASSIGNMENT

The City of Windsor Heights wants to develop a newsletter to send to residents to inform them of what's going on in their city. To do this, Saturday Mfg. will develop an 11x17 two-sided self mailer with unique folds. We will create a name, a masthead, a template as well as provide style guidelines to set the look and feel of the piece.

PROJECT OBJECTIVES

- * To define a template and style guidelines for ongoing use that fits the City of Windsor Heights brand
- * To provide layout services that fit the template and style guidelines on a monthly basis
- * Serve as brand strategists and creative consultants to carve out a mutually rewarding relationship that is responsive to The City of Windsor Heights needs now and in the future

SCOPE OF WORK

Saturday Mfg. will organize a planning meeting to gather information and set timelines. In this meeting, the City of Windsor Heights will provide content for the first issue of the Newsletter.

Saturday Mfg. will use this content to develop the newsletter template and style guidelines. We will present this to the City of Windsor Heights for approval. The City of Windsor Heights will provide feedback for one round of revisions. The cost of developing the template is spelled out in the cost proposal that follows.

Upon approval of the revised template, Saturday Mfg. will layout the first issue, edit the photos and proof the content. We will send it to the City of Windsor Heights for review. Once given, Saturday Mfg. will oversee print production and mailing of the piece.

Saturday Mfg. will lay out subsequent issues of the newsletter according to the template and style guidelines, providing photo editing and proofing of the content. We will send it to the City of Windsor Heights for review. Once approval is given, we will oversee print production and mailing of the piece. The cost of monthly layout is spelled out in the cost proposal below.

FOLD HERE

FOLD HERE



515-440-0014	WWW.SATURDAYMFG.COM	
1717 INGERSOLL AVE	BAY #121	DES MOINES, IA 50309

 INSPECTED
 CERTIFIED

CLIENT	City of City of Windsor Heights
PROJECT	Newsletter
DATE	November 16, 2016

ESTIMATE NO. CWH-0001

CREATIVE

Creative Development	\$	1,200.00
Developing the newsletter template and style guidelines.		
Creative Development	\$	300 per month
Layout, Photo Editing, Copy Proofing as well as print and mailing supervision.		

PRODUCTION

Printing	\$	825.00
Cost of printing and mailing the piece each month.		
Mail services and addressing	\$	200.00
Postage: .24 each / 2269	\$	544.56

Notes:

Any revisions beyond the first round may be subject to additional creative development costs.

X _____
CLIENT APPROVAL

Estimate guaranteed for 30 days to +/- 10 percent barring specification changes. Tax, shipping and all other hard costs not noted, where applicable, are not included.

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Jessica Vogel

From: Saturday Mfg <foremen@saturdaymfg.com>
Sent: Wednesday, November 16, 2016 3:55 PM
To: Jessica Vogel
Subject: Re: follow-up

Jessica,

I'll send a formal estimate but for now here are the numbers.

Frist issue and template creation \$1200

Monthly layout/design \$300 pre issue

Printing 2500 copies \$825 per issue

Mail services/addressing \$200 per issue

Est. postage \$.24 each

On Nov 16, 2016, at 2:49 PM, Jessica Vogel <jvogel@windsorheights.org> wrote:

I'm trying to finalize my report and was wondering if we would be getting a quote this afternoon.

Thanks
Jess

Jessica Vogel

Communications Coordinator/Deputy City Clerk
City of Windsor Heights
1145 66th Street Suite 1