

# **Illinois Association for College Admission Counseling RFP For Articulation Unplugged Logo and Postcards**

## **Summary**

The Illinois Association for College Admission Counseling (IACAC) seeks proposals for the graphic design of a logo and typesetting of the 2010 Articulation Unplugged program. Responsive bids must be received by 3:00 p.m. CDT on February 22, 2010.

## **About the Association**

IACAC is a 1,900 member association dedicated to serving students and families as they transition from high school to postsecondary education. Our members are high school counselors, college admission and enrollment professionals, financial aid officers, and individuals who are involved in the college admissions process. As an affiliate of the National Association for College Admission Counseling, IACAC promotes and upholds ethical practices throughout the process. IACAC qualifies as an exempt organization under section 501[c][3] of the Internal Revenue Code.

## **Requirements**

1. Develop a 2 color logo for Articulation Unplugged program
2. Design a 5 1/2 x 8 1/2 postcard for Articulation Unplugged utilizing logo
3. Design 8 1/2 x 11 registration form pdf to be posted on the Association website

## **Specifications**

Quantity: Postcards: Total not to exceed 1,000

Postcard Ink: 4 or 2 color or a 4/2 combination

Paper Stock: 8pt. or 10pt. coated stock. Please quote for both weights.

Copy: Will be provided by the Association in Word with appropriate editing by vendor.

Production: This bid may also, at the bidder's discretion, include costs for printing, assembly and mailing. The Association reserves the right to use the printer and mail house of its choice. Finished product remains the property of the Illinois Association for College Admission Counseling.

## **Selection Criteria**

The winning bid, if any, will be selected solely by the judgment of the Illinois Association for College Admission Counseling no later than March 1, 2010.

Bids must include the attached Vendor Contact Form. Samples of previous work are encouraged.

## **Timeline**

All bids will be reviewed by the selection committee on or about February 24, 2010 in order to select a winning bidder and an alternate.

Negotiations with the winning bidder are expected to result in a contract award by March 1, 2010.

First draft of logo must be presented by March 15, 2010 and final logo by March 22, 2010. Vendor will work closely with the Articulation Unplugged committee members to learn about the program and their vision of the logo.

Copy for the postcard and registration form will be available no later than March 29, 2010.

Proof to IACAC Executive Assistant Linda Haffner by April 5, 2010 or two weeks from the receipt of copy, whichever is sooner.

Proof will be returned with any corrections by April 10, 2010, or five business days from the receipt of proof, whichever is sooner.

Postcards shall be printed no later April 19, 2010 and mailed no later than April 26, 2010.

**Submit Proposal To:**

Linda Haffner  
Executive Assistant, IACAC  
P.O. Box 279  
Mount Prospect, IL 60056-0279

Fax: (847) 577-3712

Proposals may be submitted electronically to Linda Haffner at [lhaffner@iacac.org](mailto:lhaffner@iacac.org)

**For Additional Information or Clarification:**

Linda Haffner  
Executive Assistant, IACAC  
(847) 577-2943

## Vendor Contact Information

Requesting Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, St. and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_