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Paula Sadler
Bingham Town Council
The Old Court House
Church Street
Bingham
Nottinghamshire
NG13 8AL

25th October 2018

Dear Paula

Re: Bingham Town Guide 2020

Further to your email, I have pleasure in enclosing our costings relating to the design and print of the Bingham Town Guide 2016.

Specification

Size	A5
Colour	Full colour throughout
Pagination	40 + 4pp
Material	Cover - 300gsm (including laminated outer covers) Text - 100gsm
Quantity	5,000, 6,000, 7,000, 8,000 or 13,600 copies
Delivery	Bingham
Delivery Date	November 2019 (or earlier if required)

The KM Media and Marketing approach to the project:

KM Media and Marketing have many years' knowledge and experience of producing publications to the exacting standards of our customers. We have quality control systems in place which are tried and tested. They commence with the origination of all booking and proofing forms which will be used throughout the project from our initial and ongoing contact with customers to collate copy and photographs, through to our proofing and amendments to customer satisfaction.

As part of the production monitoring we would deliver weekly reporting by telephone or email on progress and a series of meetings planned around the production schedule, between KM Media and Marketing and representatives from Bingham Town Council.

Design and Layout

We would undertake to produce a quality, A5 size Town Guide, which promotes local businesses, retailers and attractions to the Bingham community.

The images and design will reflect the interest of the target market and all information will be delivered in a clear and reader friendly manner.

Editorial

Editorial including photographs and map will be supplied to KM Media and Marketing by Bingham Town Council in a digital format to be agreed. However, KM Media and Marketing have the capabilities to provide an editorial service if this is required. Scanning of any photographs supplied as prints or transparencies for editorial pages will be the responsibility of KM Media and Marketing.

There will be 28 editorial pages.

Display Advertising

The Town Guide will contain advertising sought from sectors including shopping, history and culture, outdoor activities, attractions, transport, restaurants, events, local authorities and associated companies.

KM Media and Marketing will undertake responsibility for advertisement sales including copy and photograph collation, layout and proofing of advertisement entries and credit control.

There will be 16 advertising pages.

Print Production

We will provide PDF colour proofs and hi-resolution proofs for the Bingham Town Guide to the final approval of Bingham Town Council.

Project Management

KM Media and Marketing is headed by Chief Executive Caroline Bingham who would have day to day responsibility for the project management of the Guide. She is supported by Katrina Burrill and a sales and design team with the objective that there will always be key personnel for our clients to speak to.

Weekly meetings are held internally to monitor progress of projects and reporting by KM Media to Bingham Town Council is done weekly by telephone, email or a series of planned meetings.

KM Manpower Resources

County Life Ltd employs a team of 16 full time staff, 10 of whom are directly involved in KM Media and Marketing projects. As well as our project managers, KM publications executives deal with editorial origination and advertisement sales supported by our administration staff who collate copy, check the validity of entries and proof read. We have a four person design and production studio fully digitally equipped with ISDN, email, and internet access.

Financial Contribution

KM Media and Marketing will design, produce and print the Bingham Town Guide (including scanning, typesetting, advertisement sales, proofing and credit control) to the specification options outlined for a contribution of:

5,000 copies £1,607.00

6,000 copies £1,837.00
7,000 copies £2,066.00
8,000 copies £2,296.00
13,600 copies £3,582.00

The price is per issue.

Thank you for the opportunity to supply this proposal and I look forward to speaking to you soon.

Yours sincerely

Katrina Burrill
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