MEMORANDUM

TO: ALL PROSPECTIVE BIDDERS FOR THE TOWNSHIP MAGAZINE FOR THE CHARTER TOWNSHIP OF YPSILANTI

FROM: Mike Hoffmeister, Director – Residential Services Department

DATE: December 2, 2020

RE: Addendum #1 of the Ypsilanti Township Magazine Bid

Bidders must acknowledge receipt of Addendum #1 as it relates to the Charter Township of Ypsilanti’s bidding document for the Township Magazine

NOTICE:

1. Print specs are clarified here; the magazine shall be 36 (32 plus cover).
2. As noted in section 4.2.1 and its sub-sections, there will be approximately 15,500 prints for each edition; approximately 15,000 of which will be mailed to Ypsilanti Township residents.
3. Content shall be provided by Ypsilanti Township staff as far in advance as the printer requests it.
4. A longer lead time, if necessary, may be given for the first edition within this agreement.
5. The exact sections that will go into every publication will vary. Sections most likely included in each edition:
   a. Index or Table of Contents
   b. Feature boards and commissions
   c. Calendar of events and meetings
   d. Parks & Recreation guide
   e. Trash and recycling reminders
   f. Featured department, staff
   g. Feature story
   h. focus on fun
6. The Township will accept multiple bids from companies with interest in providing advertisements as part of the magazine. But it is not our top priority to include ads within our publication. If included in your bid, we’d prefer to have no more than 2-4 pages of advertisements. Advertisements must be done in the best interest of businesses within the Township and must be appropriate for a family magazine like this.
7. Images will be provided by the Township. The contractor may be asked to provide stock images at times.

ACKNOWLEDGEMENT OF ADDENDUM 1:

____________________________________
(Authorized Signature) (Name of Company)