

## PROGRAM PROPOSAL

**CLIENT:** The School Superintendents Association (AASA)

**PROJECT:** Design of School Administrator Magazine

**DATE:** February 22, 2023

Program Overview:	Pricing:
<p><i>Design</i></p> <ul style="list-style-type: none"><li>• Imagination will be responsible for meeting and discussing art ideas including photography, illustration and cover design at the storyline planning meeting prior to each issue.</li><li>• Imagination will be responsible for submitting design and cover ideas within ten days of receiving storylines and/or manuscripts.</li><li>• Imagination will be responsible for obtaining, utilizing and securing rights for all purchased artwork so that AASA can reuse and repurpose the photography and illustrations in other marketing materials.</li><li>• Imagination will utilize the AASA provided artwork as required, including illustrations for the Humor Department.</li><li>• Imagination will provide a total of three rounds of design modifications for online approvals and make changes as needed.</li><li>• AASA will be responsible for final page edits, copy fitting, and proofreading.</li><li>• Imagination will provide issue layouts and final proofs to the AASA staff for approval and make changes as needed.</li></ul> <p><i>Production</i></p> <ul style="list-style-type: none"><li>• Imagination will produce and adhere to a detailed production schedule for each issue.</li><li>• AASA will create pagination for each issue, including all planned editorial pages and advertising space. Imagination may be asked to assist with pagination, on an as-needed basis. Imagination will provide reasonable estimates of required page counts in advance of pagination, based on editorial copy provided, as well as anticipated graphic needs.</li><li>• Imagination will coordinate all files and proofs for delivery to the printer, including managing alterations and quality assurance.</li><li>• AASA will coordinate all printing, paper ordering, and mailing services with the printer.</li></ul>	

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Imagination will provide AASA with final files, to also include low resolution photos and the PDF for the online Flipbook edition.</li> <li>• Ad design services by Imagination will be invoiced separately.</li> </ul> <p>For each issue, AASA may provide, at its discretion, editorial and advertising material it requires to be included in an issue, such as stories, features, industry news, photos, graphics, illustrations and other proprietary materials that AASA would like to include in the publication.</p> |  |
|---|--|

**Magazine Specifications:**

- Page Count: 60 pages
- Frequency: monthly
- Number of Features: five to six features per issue; one issue per year has seven features
- Circulation: approximately 20,000 per issue

<b>Timeframe and Cost (Option 1):</b> August 2023 through July 2024	\$12,500 per issue
<b>Timeframe and Cost (Option 2):</b> August 2023 through December 2024	\$12,000 per issue