



**DATE:** July 6, 2018  
**SUBJECT:** Letter of Clarification  
**RE:** Official Visitors Guide Publisher RFP  
**TO:** All Prospective Proposers

Houston First Corporation (“HFC”) issues this Letter of Clarification regarding the referenced Official Visitors Guide RFP to answer questions timely received in the manner set forth below:

**Question 1:** Does HFC expect to produce a Meeting Planners Guide in addition to the Visitors Guide?

Answer: No, HFC is ceasing production of the Meeting Planners Guide.

**Question 2:** Can HFC provide any documented ad revenue for the current guide?

Answer: A summary is provided below:

**Recap Sales by Ad Size**

Ad Size	# Ads	Pages	Net
4-Color 2-Page Spread	1	2.000	14,000.00
4-Color Full Page	7	7.000	38,875.50
4-Color 1/2 Page Vertical	5	2.500	33,425.00
4-Color 1/2 Page Horizontal	13	6.500	82,450.00
Premium Listing	10	0.000	4,320.00
4 Color 1/4 Page Vertical	4	1.000	11,972.00
Premium Listing Horizontal	1	0.000	500.00
Cover 2	1	0.000	3,080.00

**Question 3:** Can HFC provide clarification on the 10-panel map, such as the size, how it folds, and how it is to be inserted in the guide?

Answer: The 10 panel map is the same size as the publication (specs provided in RFP). It is bound into book and perforated.

**Question 4:** Do you have a preference for how these are printed? Static offset or digital?

Answer: There is no preference, however HFC would like to see print samples to view quality.

**Question 5:** Is there variable data, or is it all static?

Answer: There is no variable data as it relates to on-demand printing or imaging (it could be proposed, but it is not a requirement). As stated in the RFP, a digital version of the Official Visitors Guide that is featured on VisitHouston.com

**Question 6:** Can you please confirm the guide is duplex printed?

Answer: Double-sided, yes

**Question 7:** Do you have any samples or PDF's or previously printed pieces we can review?

Answer: Proposers are advised that a digital copy of the Official Visitors Guide is available online at <https://www.visithoustontexas.com/travel-planning/visitor-guide/>

**Question 8:** How many colors, black only or 4 color?

Answer: 4-color

**Question 9:** What finish and grade of 80# cover and 60# body paper? Gloss #3 for both?

Answer: Glossy for both, Grade is "Cover Wt" for cover and "Text or Book" for body or inside pages

**Question 10:** Does the cover print 4/color? If so, is it 4/0, 4/1 or 4/4?

Answer: 4/4

**Question 11:** Does the map print in color, simplex or duplex?

Answer: Color; duplex (double-sided)

**Question 12:** How are the guides to be stored and distributed?

Answer: Certified Folder served as the distribution subcontractor for two prior publishers for approximately. The publisher is responsible for distribution and storage. This can be facilitated internally or via a 3rd party distribution house.

**Question 13:** What is the timing of distribution?

Answer: Bi-Annual (currently, March and September)

**Question 14:** Is storage for any period of time required?

Answer: Yes, see answer above.

**Question 15:** Which company did HFC award a contract to previously?

Answer: This is the first RFP issued by HFC for the Official Visitors Guide. Previously, the Greater Houston Convention & Visitors Bureau arranged to publish the guide through Texas Monthly Custom Publishing.

Letters of Clarification become a part of the RFP automatically upon issuance and supersede any previous specifications and/or provisions in conflict therewith. By submitting their Proposal, Proposers are deemed to have received all Letters of Clarification and to have incorporated them into their Proposal.