

HoustonfirstSM

DATE: July 10, 2018
SUBJECT: Letter of Clarification 2
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 anything new or different in the next issue (e.g. more content, more specific images, a certain seasonal design, etc.)?

Answer: All requirements to propose are as stated in the RFP. Design and layout questions will be discussed with the publisher selected.

Question 1: What is the trim size of the 10-panel map?

Answer: Flush with the size of the book.

Question 2: Do companies pay to be listed in the guide?

Answer: The guide is supported by advertising. There is a directory in the back that is supported with ad placements. The editorial content is pure editorial.

Question 3: Do you think HFC will be able to allow the publisher 30 days after final approval to print and ship the guide?

Answer: The publisher would need to factor this timeframe into their sales, editorial and printing timelines. The distribution dates are March and September.

Question 4: Is there a specific paper require for the map insert?

Answer: The same paper stock as the rest of the guide should be used.

Question 5: Are there any special packing instructions for the guide?

Answer: No.

Question 6: You mention that the cover prints 4/4. Any cover coating?

Answer: Yes, an aqueous coating on the cover.

Question 7: Can HFC provide the bulk delivery location information for printed guides?

Answer: The publisher will need to work with a distribution company directly. Several prior publishers have worked with a company called Certified Folder. Note that a distribution plan is a key element for successful advertising sales.

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.