

## REQUEST FOR PROPOSAL: BUSINESS VOICE 2022

### Background:

The Halifax Chamber of Commerce is a business advocacy organization that strives to create value for our members by advocating for conditions in the economy that enhance their prosperity, cost savings, and exposure in our communications channels.

Together, the approximately 1,800 member businesses and their over 68,000 employees act as a single powerful voice through the Chamber to promote local business interests. The volunteer board of directors and chamber staff undertake initiatives by request of, and on behalf of our diverse membership. Our membership is made up of 83% small business, meaning 25 employees or less.

The Chamber's flagship publication, *Business Voice*, has been Halifax's business magazine for 100 years. The magazine is our key communications tool to share our advocacy work and promote our membership. It is printed and distributed to 4,500 businesses and individuals with an estimated readership of 30,000. Over the past 18 months it has been a digital issue due to the pandemic, but we are now exploring options to revive the print edition.

### Project Scope and Scope of Services:

The Halifax Chamber of Commerce is seeking the services of a member company to provide production, printing and distribution services for *Business Voice*. This includes:

- Production: Using content provided by the Halifax Chamber to design the magazine
- Printing: The proponent will have printed approximately 4,500 copies of the magazine, 32 pages per issue
- Distribution: Using Canada Post and the Halifax Chamber's distribution list to distribute approximately 4,500 copies of the magazine
- Online distribution: If your organization has online sharing capabilities, please let us know your reach and demographics
- Advertisement: If your organization has an advertising sales team, please include a revenue share model as part of your proposal
- Timelines: Deliver a project timeline from initial meeting to the magazines being delivered and timing for each month

We are seeking a variety of package and pricing options, including:

- Cost of printing the magazine:
  - Quarterly
  - Monthly
- Cost of producing and designing the magazine:
  - In-house at the Chamber
  - Through your organization
- Cost of printing and distribution:
  - Without share of sales revenue

- With share of sales revenue delivered by your sales team to reduce cost to Halifax Chamber of Commerce (ads in every magazine)
- Cost of the full project with:
  - Your organization participating in a revenue share model
  - The Chamber handling the ad sales and keeping the revenue

The selected firm will be responsible for printing and distributing the magazine, collaborating with the Halifax Chamber of Commerce to develop the magazine for one full year. We will re-evaluate the contract at the end of the year, with the successful company having first right of refusal. We are seeking to print the first issue in March 2022.

Additionally, we would be interested in:

- Cost of printing and putting inserts into the magazine or in a plastic bag with magazine
- A digital strategy for additional distribution
- An ad sales and revenue strategy

#### Selection Criteria:

To comparatively evaluate the offers available from different companies, the Chamber is interested in receiving the following information:

Competitive pricing

Timeline in which your company could present your plan to the Chamber's Communications team

Experience working on similar project/clients

You will need to be a member (or become a member) in good standing of the Halifax Chamber to provide these products and services to our organization.

#### Budget:

Budget should be determined based on the production of a minimum 32-page magazine with glossy, thick paper.

#### Timeline:

Deadline: All proposals must be received no later than **4PM on Friday, January 7, 2022.**

The Halifax Chamber of Commerce will respond to the offers by end of January.

Contact: Completed proposals and questions should be directed to:

Emma Menchefski  
Communications Manager  
100-32 Akerley Blvd  
Dartmouth, NS, B3B 1N1  
Desk: (902) 481-1239  
emma@halifaxchamber.com