

**Taylor Publishing Company d/b/a Balfour, Contract B-52-17smc  
Yearbook Services: Elementary, Middle and High Schools  
Contract Cover Sheet**

<b>Contractor</b>	<b>Taylor Publishing Company d/b/a Balfour</b> 1550 W. Mockingbird Lane, Dallas, TX 75235 See Below for Rep. Contact Information		
<b>Contact Information</b>	<p style="text-align: center;"><u><b>Contacts</b></u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;">           Ms. Tammy Stalcup, Regional Representative            102 Wexford Ridge Road            Ruckersville, VA 22968            Cell: 434-989-8316  <a href="mailto:tami@balfourvirginia.com">tami@balfourvirginia.com</a> </td> <td style="width: 50%; vertical-align: top;">           Charlotte Peyton            Gainesville, VA            Cell: 703-853-4314  <a href="mailto:charlotte@balfourvirginia.com">charlotte@balfourvirginia.com</a> </td> </tr> </table>	Ms. Tammy Stalcup, Regional Representative 102 Wexford Ridge Road Ruckersville, VA 22968 Cell: 434-989-8316 <a href="mailto:tami@balfourvirginia.com">tami@balfourvirginia.com</a>	Charlotte Peyton Gainesville, VA Cell: 703-853-4314 <a href="mailto:charlotte@balfourvirginia.com">charlotte@balfourvirginia.com</a>
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<b>Pricing, options and incentives/scholarships:</b>	See attached contract		
<b>Contract Term:</b>	May 17, 2017 – May 17, 2020, with three (3) one-year renewal options		
<b>Principal's Choice:</b>	<p>Although initial contract term is for a three-year period, school choice occurs during the spring or summer of each year for the following school year, based on school schedule/preference. Select from the awarded Contractors for the appropriate school level; negotiate yearbook agreement based on contract option pricing and incentives. Principals may sign annual agreement confirming their yearbook selection which <b>MUST</b> contain the following statement: <b><i>"This Agreement is governed by Contract B-52 -17smc, which will supersede over any conflicting terms contained herein."</i></b> All awarded Contractors have been advised that this reference is required, where terms may conflict.</p>		
<b>Additional Proposal Details:</b>	<p>A PDF copy of the Balfour proposal response, along with a copy of the original RFP and Addendum # 1, is available from the Procurement Division upon e-mail request to <a href="mailto:susan.monaco@fauquiercounty.gov">susan.monaco@fauquiercounty.gov</a></p>		
<b>School/Principal Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Meet with Contractor to discuss and verify scheduling for all yearbook related activities, set deadlines and expectations, schedule camp attendance, sign the coming school year's agreement based on all of the details and requirements discussed.</li> <li>• Ensure that any Agreement signed, has the bold italicized disclaimer noted above on the document.</li> <li>• Contact Procurement with any additions made to the contract, to add via official contract modification so that all schools are aware of new options</li> <li>• Contact Procurement in writing to report any serious violations or breach of contract, or if any contract interpretation/clarification is needed</li> <li>• <i>NOTE: Schools are no longer required to report their selection of Yearbook Contractor to Procurement each year. Enjoy the use of these new contracts, based on the hard work of your evaluation committee!</i></li> </ul>		

**FAUQUIER COUNTY SCHOOL BOARD,**  
**a political subdivision of the Commonwealth of Virginia**  
Contract B-52-17smc,  
Yearbook Services: Elementary, Middle & High Schools

This Agreement is made and entered into this 22<sup>nd</sup> day of May, 2017, by the Fauquier County School Board, a political subdivision of the Commonwealth of Virginia (hereinafter referred to as "Owner") and, Taylor Publishing Company d/b/a Balfour, located at 1550 W. Mockingbird Lane, Dallas, TX, hereinafter referred to as "Contractor".

**WITNESSETH** that the Contractor and the Owner, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

**SCOPE OF SERVICES:** The Contractor shall provide Yearbook Services for Elementary, Middle and High Schools as set forth in the Contract Documents.

**COMPENSATION:** The Owner will pay and the Contractor will accept in full consideration for the performance during the contract term the fees and pricing as outlined in their proposal response and updated/attached hereto.

**CONTRACT PERIOD:** May 17, 2017 through May 17, 2020, with three (3) additional one-year renewal terms as mutually agreed upon by both parties; Contractor understands and agrees to the Owner school's right to select their Yearbook Services Contractor each school year.

The contract documents shall consist of and are listed in order of priority:

- (1) This signed form inclusive of all attachments;
- (2) RFP 52-17sm dated February 23, 2017 and Addendum # 1 dated March 13, 2017;
- (3) The Contractor's proposal dated February 28, 2017, all of which documents are incorporated herein.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Taylor Publishing Company d/b/a Balfour

By: Tami Stalcup

Title: Regional Yearbook Representative

Date: May 22, 2017

Fauquier County School Board,  
a political subdivision of the Commonwealth of  
Virginia

By: Susan R. Monaco  
Susan R. Monaco, CPPO, CPPB

Title: Procurement Manager

Date: 5/22/2017

**Contract B-52-17smc, Taylor Publishing Co. d/b/a Balfour,  
Elementary, Middle and High School Yearbook Services**

**ES, 1. Basic Elementary School Yearbook – Choice 1**

**Sample Specifications**

Ink	Full Color
Trim Size	8 ½ " x 11"
Paper Stock	80# gloss
No. of Pages	40
Binding	Soft Cover Saddle-stitched
Cover	School Design of Balfour High Design
Delivery	By late May
Paper Inside	80# gloss
Proofs	Submitted electronically
Other	Unlimited use of graphics provided in vendor's clip art gallery; all photos enlarged/reduced (full process color)

Proposed Base Cost: Include total cost only. Freight Estimate: \$275-\$360.00

<b>Quantity</b>	<b>Cost</b>
300	\$3,885.00/\$12.95 per book
400	\$4,719.00/\$11.80 per book

**ES, 2. Basic Elementary School Yearbook – Choice 2 (Pricing not offered on this Choice)**

**Sample Specifications**

Trim Size	8" x 10" <b>DO NOT OFFER THIS TRIM SIZE</b>
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**Contract B-52-17smc, Taylor Publishing Co. d/b/a Balfour,  
Elementary, Middle and High School Yearbook Services**

**MS, 1. Basic Middle School Yearbook – Choice 1**

**Sample Specifications**

Ink	All Color
Trim Size	8 1/2" x 11"
Paper Stock	80# Gloss
No. of Pages	72
Binding	Smyth Sewn, rounded and backed
Cover	School Design, 100 pt. binder board, die cut, grained/embossed
Delivery	By mid-to-late May
Paper Inside	80# matte or enamel
Proofs	Submitted electronically
Other	Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included

Proposed Base Cost: Include total cost only.

Freight Estimates: \$450-\$600

Quantity	Cost
350	\$8,375.00/\$23.95 per copy
450	\$9,925.00/\$22.05 per copy
500	\$10,705.00/\$21.41 per copy

**MS, 2. Basic Middle School Yearbook – Choice 2 (Pricing not offered on this choice)**

**Sample Specifications**

Trim Size	8" x 10" - DO NOT OFFER THIS TRIM SIZE
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**Contract B-52-17smc, Taylor Publishing Co. d/b/a Balfour,  
Elementary, Middle and High School Yearbook Services**

**HS, 1. Basic High School Yearbook – Choice 1, Sample Specifications**

Ink	All Color
Trim Size	9" x 12"
Paper Stock	80# Gloss - #100 lb included at no additional cost
No. of Pages	240
Binding	Smyth Sewn, rounded and backed
Cover	School Design, 150 pt. binder board, die cut, grained/embossed
Delivery	By early May
Paper Inside	80# matte or enamel
Proofs	Submitted electronically
Other	Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included

Proposed Base Cost: Include total cost only. Freight Estimates \$1500-\$1700

Quantity	Cost
550	\$36,616.13: \$66.56/copy
600	\$37,358.75: \$62.26/copy
700	\$38,844.00: \$55.49/copy

**HS, 2. Basic High School Yearbook – Choice 2, Sample Specifications**

Ink	All Color
Trim Size	9" x 12"
Paper Stock	80# Gloss - #100 lb included at no additional cost
No. of Pages	340
Binding	Smyth Sewn, rounded and backed
Cover	School Design, 150 pt. binder board, die cut, grained/embossed
Delivery	By early May
Paper Inside	80# matte or enamel
Proofs	Submitted electronically
Other	Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included

Proposed Base Cost: Include total cost only. Freight Estimates: \$1700-\$2000

Quantity	Cost
550	\$50,236.88: \$91.34/copy
600	\$51,106.25: \$85.18/copy
700	\$52,845.00: \$75.49/copy

**Contract B-52-17smc, Taylor Publishing Co. d/b/a Balfour,  
Elementary, Middle and High School Yearbook Services**

**The following pages from Balfour's proposal submission,  
which is incorporated into this contract by reference, are provided  
as attachments following this page,  
and include additional pricing, incentives and services  
Available from Balfour under this contract:**

**Pages 24-25, 28. 30-32, 35-36, 40**

### 3.1.4 Yearbook Compilation and Construction

#### **Customer Production Kits**

Balfour provides at no cost a production kit including the following instruction materials for yearbook production.

#### **Elementary yearbook kits include:**

Process Guidebook, page planner, art book, sampler, promotions and merchandising catalogues, font and color posters, software guidebook and template catalogue, and submission envelopes. Merchandising materials such as posters, receipt books, sales stationary, fliers, collection envelopes, and stickers can also be ordered at no charge.

#### **Middle School and High School kits and supplies include:**

Ladder diagrams, software installation manual and guidebooks, template/module catalogues, font and color posters, receipt books, business contract ad forms, Fedex supplies, adviser guidebook, design guidebook, marketing workbook, merchandising catalogue and supply order forms. All other relevant supplies may be ordered and downloaded online through Studio.balfour customer resource center.

**Both StudioWorks and BalfourTools users have access to over 300 fonts, 1000s of clipart, and hundreds of templates and modules.** Both users have access to unlimited use of color choices outside of our standard color charts.

**Balfour provides hundreds of professionally designed templates** in both the online option as well as the InDesign plug-in.

**Additionally, Balfour's simplyCreate exclusive design packages allow you to use professionally pre-designed templates** as an easy layout option. Each design includes coordinated cover, endsheet, and theme pages. Art, modules and backgrounds, related to the theme design, may be applied to hundreds of templates to easily produce a cohesive overall look.

**Creative art support is provided at no additional costs to schools for cover art** and endsheet design services for the entire term of the contract.

**StudioWorks users are able to generate their own high resolution proofs** before publishing. **BalfourTools users receive a full-size color proofs** for each page. Or review your yearbook proofs online with Balfour's NetChek.

**There is no charge for both Studiworks corrections and customer submitted InDesign pdf/source file corrections.** Should the school require that corrections be made by Balfour plant staff, the charge is \$25.00 per proofing batch.

**Balfour makes every effort to resolve and correct any defects** before the end of the school year so that every child has their yearbook before leaving school.

### 3.1.5 Yearbook Workshop Training

#### High School and Middle School Adviser Training

**Balfour's Adviser Development Workshop** will be held July 14-17 in Grapevine, Texas. The workshop covers one day of technology training (choose from Studiworks beginner or advanced, InDesign or Photoshop) and three days of classroom management, education and yearbook design. The curriculum is for all experience levels, middle school and high school. **Balfour Virginia office provides a one-time scholarship to all customer attendees which covers airfare, hotel, and registration fees. See brochure printout on next page.**

#### **Balfour Virginia Summer Yearbook Camp will be held on July 20-23**

at James Madison University in Harrisonburg, VA. *This workshop is open to middle and high school yearbook staff members and their advisers. Sessions include as aspects of yearbook journalism including theme development, coverage, layout and design, photography, writing, marketing, and technology training. Tuition for the four day, three night camp is \$375.00 per student which includes lodging, meals, and registration fee. Additionally, a cover artist session is included at no additional fee. (See brochure printout on next page)*

We provide the following scholarships:

- 4 Full Scholarships for High Schools
  - 2 Full Scholarships for Middle Schools
- (valued at \$375 per student)**

#### **Fall and Spring Intensity Workshops**

**No charge** for all students and advisers to attend Balfour Virginia's full day off-campus workshops held annually in the Spring and Fall

**Includes free lunch** for all students and advisers

**Advanced training includes the following sessions:**

- Advanced Layout and Design
- Advanced Photography
- Feature Writing
- Secondary Coverage
- Infographics
- Editor Leadership
- Marketing Utilizing Social Media



### **3.1.6 Fliers, Posters, and Promotional Materials**

**The local representatives work with each individual school to create a marketing strategy specialized for their school to ensure each school gets the best use of our exclusive Yearbook Sales Manager “buzz kit.”**

Balfour’s exclusive **“Buzz Kit”** is a step-by-step promotional plan designed to increase yearbook awareness and increase sales in the school. The kit is free for all Balfour customers and all elements may be used in conjunction with online sales, direct mail programs, and in school only sales.

Highlights include:

- Month-by-month planning with hundreds of ideas to promote the yearbook.
- National Buy Your Yearbook Day contests and promotions; events created by Balfour specifically to raise awareness.
- Forms and materials for customer use
- Color fliers to promote yearbook sales
- Sample school registration forms/newsletters with yearbook information enclosed
- Email scripts promoting presale and final sales
- Voicemail scripts from principals and advisers to use
- Free HTML emails created by Balfour to send to parents
- Promotional vides to use in school CCTV systems
- Ads to promote sales in PTA/PTO bulletins, programs, newspapers
- Customizable PDFs to insert into yearbooks at distribution day promoting next year’s yearbook.

Balfour also offers free posters, banners, stickers and other promotional pieces for all school levels. Stock items may be ordered from our supply warehouse.

**We also offer customized promotional posters, flyers, postcards, and banners featuring individual school’s yearbook theme art, for free!**

**The Balfour Virginia Office provides a complete MARKETING KIT for ONLINE MARKETPLACE STORE**

40’ Banner, Posters, Stickers, Lane Flag, Sales Chart Progress  
**(valued at \$100.00 per school)**

### 3.1.8 Yearbook Pricing

#### Pricing/Inclusions are as follows as at all levels:

Offerors shall include the following details, at a minimum, in this yearbook pricing section of the proposal response:

- Copy. **NO CHARGE**
- Color; almost all yearbooks, all levels, are color, but creative mix suggestions are welcome. **NO CHARGE**
- Proofs; as noted in 3.1.4, Owner schools expect at least one no-charge proof . **NO CHARGE**
- Photographs. **NO CHARGE**
- Graphics. **NO CHARGE**
- Paper stock; is 100# gloss or matte for high school yearbooks; 80# for middle and elementary school yearbooks. Elementary may add pages in 4 page increments. Middle and high schools may add increments of 8 pages.
- Unlimited use of type styles and sizes. **NO CHARGE.**
- Cover material and components. There is no additional cost to have a school-designed cover.
  - High school prices include first grade Lexotone (leather) materials for covers with 160 pt. binders boards. Special order matte and Skivertex cover materials cost an additional .50 to 3.00/per book.
  - Middle school prices include first grade Korigan materials for covers with 120 pt. binders boards. Lithocote laminated material is also included at no additional charge.
  - Elementary school prices for soft covers include Feedcote cover material and Lithocote laminated material at no additional costs.
- End sheet stock – White Endsheets are included in the cost of the proposal.
  - Optional Endsheets Materials
    - Rainbow Solid: .39/copy
    - Rainbow Elegance: .80/copy
    - Mezzo/Marble, Royal Fiber: 1.32/copy
  - Endsheets Applications
    - Foil stamps: \$1.50 per copy
    - Thermoscreen: \$1.65 per copy
- Binding; Prices include Smyth-sewn binding of hard covers, rounded and back. Soft cover yearbooks are saddle-stitched.

### 3.1.8 Yearbook Pricing (continued)

- Trim sizes; Balfour offers 2 trim sizes for this RFP: 8.5" X 11" and 9"X12". Alteration charges; No corrections costs for InDesign Schools. StudioWorks schools may incur a \$45/page charge for changes made after pages have been published if signature is complete and page has been printed.
- Offeror's pricing, if available, for overage yearbooks as a result of their printing process (or, confirmation that the Contractor shall provide overages to the school at no charge): It is Balfour's policy to send press overruns within the contracted order. The overruns are shown as a line-tem charge on the invoice; however, if the school doesn't need part or all of the overruns, then credit is given for each unused yearbook. Overruns are typically priced at a 20% discount in relation to the per unit cost.
- Packaging: Yearbooks are packed in first quality book boxes, side-by-size, and shrink wrapped onto palette for shipping.
- Delivery: All prices listed on Pricing Schedule include inside delivery within 72 hours advance notice. **See pricing schedule for Freight Estimates.**
- Option costs;
  - Namestamping (includes alpha packing)
    - \$3.95/line by February 1
    - \$4.50/line after February 1
  - Nameplates
    - \$3.75 by March 1
    - \$4.50 after March 1
  - Icons
    - \$3.50 each
  - Autograph Section
    - \$1.00 each
  - Yearzine 16-Page Current Events Section
    - \$2.50
  - Rewind 8- page Middle/Elementary Current Event
    - \$1.50
  - UV Translucent Fly Sheet
    - .95/copy unprinted / \$1.50 foil stamp
- Bundling option: Balfour is dedicated solely to printing. No bundling is offered.
- Balfour will provide five (5) FREE yearbooks each elementary, middle, and high school.

### **3.1.8.1 Payment Plans**

Deposits are not required; especially if school is using Balfour's online e-commerce marketing. If school would like to make a deposit, we suggest 30% of the total estimated price due with the first deadline, 45% of the total estimated price due at the final copy deadline. Schools will be asked to send full payment and/or remaining balance after yearbooks are delivered. Any funds collected through online sales are applied towards deposit payments.

Balfour offers several forms of payment including:

Option 1 – School collect payment from purchasers. Balfour invoices the school for the full contract amount due after yearbook delivery.

Option 2 – Balfour collects funds via balfour.com or direct mail service. Payment plans are accepted from purchasers online. Any net proceeds will be sent to the school in form of a check one final invoice is processed.

Option 3 – School may collect payment at school in addition to online/direct sales.

***(See customizable PDF Order form on next page)***

#### 4.2.4 Balfour – Yearbook Pricing

COVER	Metallic Material	\$0.50 per copy
	Standard Foil Stamping	\$0.75 per copy + die charge
	Premium Foil Stamping	\$1.15 per copy + die charge
	Overtone Rub	\$1.25 per copy
	Graining	\$0.50 per copy
	Metalique (standard die)	\$1.50 per copy
PAPER	100# gloss or matte enamel	Included high school \$.50 per copy middle school
BINDING	Rounded, Backed	\$0.50 per copy
	Headbands/Footbands	\$0.50 per copy
ENDSHEETS	Printed, Same Front/Back, Black	\$250.00 per order
	Printed, Different Front/Back, Black	\$350.00 per order
	Printed, Same Front/Back, 1 Color	\$300.00 per order
	Printed, Same Front/Back, 2 Color	\$350.00 per order
	Printed, Same Front/Back, Spot Color	\$400.00 per order
	Foil Stamping or Blind Embossing	\$1.50 per copy + die charge
SPOT COLOR	Spot:1 Flat (8 pages)	\$450 per flat
FULL COLOR	Process Color: 1 flat (8 pages)	\$800 per flat
TIP ONS	Name Stamping	\$3.95 per line
	Name Plates	\$3.75 per line
	Icons (up to 4 stamped, or 2 plated)	\$3.35 per book
	Clear Plastic Protective Covers	\$1.18 per copy
	Autograph Sections (sewn)	\$1.00 per copy
ADDITIONAL PAGES	Additional Pages, full color	\$187.50 per page
CORRECTIONS COSTS	Copy Changes – school error	No charge for school to fix \$60.00 per page for plant to fix
	Photo Substitution – school error	No charge for school to fix \$10.00 per page for plant to fix
	Copy Changes – plant error	No charge
	Photo Substitution – plant error	No charge
MISSED DEADLINES	All Color Pages	No charge
CREATIVE ART	Cover or Page Art Services	\$45.00 per hour

**4.2.4 Balfour – Yearbook Pricing**

PLANNING	Online Resource Studio	No charge
	Physical Planning Kit	No charge
	Physical Production Kit	No charge
	Customized Marketing Kit Planned with Adviser to Fit Culture of School	No charge
EDUCATION	Copywriting Curriculum	No charge
	Photography Curriculum	No charge
	Advanced Design Curriculum	No charge
	Publishing Software Curriculum	No charge
	Yearbook Business Manager Kit	No charge
MARKETING	Full E-Commerce Website with Order Management and Tracking	No charge to school Buyers pay \$1.00 processing
	3 Flyers Mailed to Home from Plant	\$2.75 per student
	1 Email to Home from Plant	No charge
	Custom Flyers for School	No charge
	Posters for School	No charge
	Online Ad Builder and Custom Flyers for School	No charge
	4 Foot Vinyl Banner for School	No charge
	Yearbook Team T-Shirts	6.00 per shirt
TECHNOLOGY	Balfour StudioWorks Online Java-Based, Feature-Rich Software	No charge
	Balfour Tools for Adobe InDesign	No charge
	NetChek Online Proofing	No charge
	QR Code Video Channel for Print	\$40 per code
	E-Yearbook Subscription	\$5 per seat, per entire run
ACCESSORIES	YearZine (16 Page Year in Review)	\$2.50 per copy
	Rewind (8 Page Year in Review)	\$1.50 per copy
	FAST Supplements (5 day TAT)	4 pages start at \$3.12 each
	Variety of Fundraiser Accessories Provided Online on Ecommerce Site	No charge to school
DISTRIBUTION	Online & On Campus Sales Tracking Tool Prints Customized Reports	No Charge
	All Accessories Ordered Online are Alpha-Packed by Student Name	No Charge

## **BALFOUR INCENTIVES**

Each school yearbook program in Fauquier County will receive the following at no additional cost.

### **TECHNOLOGY ALLOWANCE**

\$1600 for High Schools  
\$800 for Middle Schools  
\$300 for Elementary Schools

### **BALFOUR VIRGINIA SUMMER YEARBOOK CAMP**

James Madison University, July 20– July 23, 2017  
4 Full Scholarships for High Schools  
2 Full Scholarships for Middle Schools  
(Valued at \$375 per student)

### **ADVISER DEVELOPMENT WORKSHOP, DALLAS, TEXAS**

All Expenses Paid; Airline tickets, hotel accommodations, registration fees  
(Valued at \$2000)

### **FALL and SPRING INTENSITY WORKSHOP FOR ADVISER AND STUDENTS**

Free of Charge, Lunch Included

### **STAFF PACKAGE**

End of Year Pizza Party  
Yearbook T-shirts for Staff Members  
Names on Covers for Yearbook Staff  
(Valued at \$250.00 per school)

### **MARKETING KIT for ONLINE MARKETPLACE STORE**

40' Banner, Posters, Stickers, Lane Flag  
Sales Chart Progress  
Promotional Materials  
(Valued at \$100.00 per school)

### **BALFOUR CURRICULUM GUIDE and ASSESSMENTS**

**NO FEES FOR MISSED DEADLINES**  
**NO FEES FOR USING BALFOUR'S ONLINE AD BUILDER**  
**NO FEES FOR COVER ARTIST and PROFESSIONALLY DESIGNED COVER**