

**Herff Jones Yearbooks, Contract # HJ-57-12smc
Yearbook Services: Elementary and High Schools
Contract Cover Sheet**

Contractor	Herff Jones Yearbooks 15288 Callback Court, Amissville, VA 20106 540-937-2688/Office 540-272-0771/Cell 540-937-2689/Fax
Contact Information	<u>Contacts</u> Ms. Lisa Heiser, Yearbook Representative lisaheiser@gmail.com Gettysburg, PA, Plant Representatives: Debbie Drobenak, Amber Chase (contact through Lisa Heiser)
Pricing, options and incentives/scholarships:	See attached contract
Contract Term:	May 21, 2012 – May 21, 2015, plus two (2) one-year renewals
1st Renewal:	May 22, 2015 – May 21, 2016
2nd Renewal:	May 22, 2016 – May 21, 2017
Principal's Choice:	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 MUST contain the following statement: <i>"This Agreement is governed by Contract # HJ-57-12smc, which will supersede over any conflicting terms contained herein."</i>
Additional Proposal Details:	A PDF copy of the Herff Jones proposal response, along with a copy of the original RFP and Addendum # 1, is available from the Procurement Division upon e-mail request to susan.monaco@fauquiercounty.gov
School/Principal Responsibilities:	<ul style="list-style-type: none"> • 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. • Ensure that any Agreement signed, has the bold italicized disclaimer noted above on the document. • Contact Procurement with any additions made to the contract, to add via official contract modification so that all schools are aware of new options • Contact Procurement in writing to report any serious violations or breach of contract, or if any contract interpretation/clarification is needed

**FAUQUIER COUNTY GOVERNMENT AND PUBLIC SCHOOLS
PROCUREMENT DIVISION**

320 Hospital Drive, Suite 23
Warrenton, Virginia 20186

Phone: (540) 422-8348 Fax: (540) 422-8355
susan.monaco@fauquiercounty.gov

June 6, 2016

Herff Jones Yearbooks
Attn: Lisa Heiser, Yearbook Representative
15288 Callback Court
Amissville VA 20106

RE: Contract # HJ-57-12smc, Yearbook Services for Elementary and High Schools

Dear Ms. Heiser:

Fauquier County Government and Public Schools wishes to exercise its option to renew the above referenced contract for next one-year renewal option. The period of the renewal will be from **May 22, 2016 through May 21, 2017**.

It is understood and agreed that all terms, conditions, and prices of the original contract remain the same during the contract renewal period, *unless you require price adjustments, which should be made according to Section 6.4, Contract Period/Price Adjustment, in the original RFP/ Contract document. If price adjustments are desired, please submit justification according to this section to my office via fax or e-mail immediately. I will forward your request for consideration, and if accepted, will issue a renewal-extension modification to the contract.*

If this is agreeable with your firm and price adjustments are not required, please sign this letter in the space provided below and return it to this office within five (5) days. A fully executed copy will be returned to you.

Sincerely,

Susan R. Monaco

Susan R. Monaco, CPPO, CPPB
Procurement Manager

Herff Jones Yearbooks

By: *Lisa Heiser*

Title: *representative*

Date: *6/6/16*

Fauquier County Gov't/Public Schools

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

Title: Procurement Manager

Date: *6/10/2016*

**Contract # HJ-57-12smc, Herff Jones Yearbooks,
Elementary and High School Yearbook Services**

PROOFS

- Color Matched Profiled Proofs for cover and front and back endsheets for all schools.
- For InDesign schools: One set of full-size, four color or black and white proofs for all pages showing the exact placement of all elements. Proof files will also be sent on CD allowing school to make necessary corrections. Copy and photo changes made by the school are no charge. The most common, chargeable proof corrections made by the plant are page number changes after proof (\$108/page) and reflowing portrait pages (\$18/page). Proofs may be received and submitted via the internet using our ePage/eProof option. -OR-
- For eDesign page creation (online) schools: Self-proofing process. School will print low and high resolution PDFs to proof before page submission. Changes made by the school to pages prior to page deadline submission are not chargeable. There is a one-time complimentary (free) release to return pages already submitted back to the school for further corrections after the page deadline. After this release, the charge is \$38 per page if pages need to be released from production back to the school for further changes.

GRAPHICS

- An unlimited use of rule lines and gray screens, including hairline, is included. Over 2500 artwork graphics provided free of charge, or school may use student or purchased artwork. Simply upload the artwork to the eDesign art library. Or for InDesign schools, include a copy of the artwork with your preflighted and packaged InDesign files. Artwork may be used repeatedly with no additional cost, including folio artwork.

PAPER STOCK

- 80 lb. included
- 100 lb. is available and charged per sig/per copy
- coated stocks, gloss or matte finish (or combination)
- speciality stocks available upon request - plant quote required
- pages maybe added to the books in increments of 4. The cost is based on the number of copies in the order and can range from \$90 to \$140 per page.

TYPE STYLES AND SIZES

455 Herff Jones fonts are provided to each school. Only HJ fonts may be used by eDesign schools. School using InDesign may use any font in your school's font library or any font you purchase. Simply include a copy of the font with your preflighted and packaged InDesign files. Unlimited sizes may be used.

PHOTOGRAPHS

You may use an unlimited number of color photos per page

Candid

- Photos may be placed with Herff Jones plug-in Image In, Adobe® Photoshop®, or may be submitted as hard copies to the plant for scanning.
-OR-
- Photos may be uploaded directly to eDesign, or may be submitted as hard copies to the plant for scanning.

Portraits

- For eDesign and YIFY schools: You will need a CD of all portrait pictures from your school photographer. This CD must be formatted for use with our online program. We will provide detailed formatting instructions. The CD may be directly uploaded to the online program. You may also submit hard copy portraits for upload as well. There is no charge for this service. You will design your layouts as you like and flow the photos and the student names into position all in one easy step. You may work with the school photographer of your choice.
-OR-
- For InDesign schools: You may elect to flow your panel portraits using our Panel Builder program. With this program, you can edit the portraits, delete or add a portrait and flow the images onto your InDesign pages. If you prefer, you can submit your photographer's CD-ROM directly to our plant. Within one week of receiving that CD, the Gettysburg plant will return a directory proof to you so that you may verify the spelling and accuracy of each photo. All changes at this point are no charge. You will design your layouts as you like, leaving space for the correct number of students. The plant will flow the photos and the student names into position. As with the other pages of your yearbook, you will receive a four-color page and digital proof of each panel page.

- You may use an unlimited number of photos and bleeds per page, including panel pages. All candid photos (black and white and color) will be individually scanned and screened according to density using Color Plus technology. See included brochure for verification. With Color Plus all candid and portrait images will pass through Herff Jones' image correction department to ensure the best reproduction. Each image is examined by Photoshop experts to yield the best color reproduction in the yearbook industry. Photos are reproduced using a 150-line screen. All photos will be enlarged or reduced according to crop marks.

**Contract # HJ-57-12smc, Herff Jones Yearbooks,
Elementary and High School Yearbook Services**

COVER MATERIAL AND COMPONENTS

- Endless cover options are available and change annually; individual schools should consult with local representative for additional options and pricing not listed below.
- Custom four color lithographed cover with gloss lamination, 160 pt. binders board
- Custom silkscreen cover with one base material, one applied silkscreen color or one foil applied to the cover and spine. 160 pt. binders board.
- Herff Jones Professionally Designed Litho and Silkscreen Covers (common in middle and elementary schools)

Some additional Cover options include:

- additional colors on front lid - free to \$0.95 each
- non-standard silkscreen or ink - \$254.20 per order + cost per color (above)
- standard foil stamping - free to \$1.10 + die charge
- specialty foil stamping - \$1.30 + die charge
- matte lamination - \$0.85 per copy
- metallay - \$1.60 per copy
- emboss/deboss/quarterbound/padded/split order/tip-on/overtone - plant quote available for custom school design

ENDSHEETS

- Endless cover options are available and change annually; individual schools should consult with representative for additional options and pricing not listed below.
- Your choice of fifty-one (51) 100 lb. colored endsheet stocks.
- printed design with black ink, one, two, three or four colors on the front, back or both.
- additional ink - \$221.62 each
- standard ink in lieu of black - \$136.87
- foil stamping on endsheet - \$110.81 + \$1.10 per copy + die charge
- embossing/die cut/short trim, laser cut/split order - plant quote available for custom school design

BINDING

- Smyth sewn by signature for all hard-cover books (high school and middle school)
- Square-backed or rounded & backed for books over 140 pages
- Saddle stitching for elementary paper covers.
- Headbands available

ALTERNATIONS CHARGES

There are no charges for changes made by the school prior to submission or on proofs. The total maximum charge for changes made to one page by the plant is \$83.

PACKAGING

Yearbooks may be individually packaged and shipped from the plant to students. A plant quote is required and is based on size, weight, and postal code for delivery. School yearbook orders are shipped to the school in sturdy boxes identified and insured appropriately.

DELIVERY

(inside delivery required, with 72 hours advance notice)

Campus delivery may be scheduled as needed. We will adjust the ship date according to your individual school needs and your production progress. Inside delivery is available for all school with a loading dock at no additional cost. The yearbook adviser will know the scheduled ship date at least one month prior to delivery and will receive an email notification when the yearbook has left the plant for delivery. Standard delivery is one to two days via ground freight.

Shipping estimates from 2011

MS w/ 60 pages and 460 copies: \$370

HS w/ 300 pages and 900 copies: \$1,950.00

Elementary shipping included per YIFY program.

While our plant negotiates regularly to keep shipping charges in check, Herff Jones has no control over the oil market and the surcharges resulting from fluctuations in oil supply and demand.

OPTIONS

- autograph supplements - \$0.79 to \$0.95
- name stamp - \$3.50 per line
- name plates - \$4.01 per line
- marks for plates - \$2.67 each
- dust jackets - \$1.36 each

BUNDLING WITH PHOTOGRAPHY

Herff Jones does not have a photography division. Our representatives are specific to yearbooks. Schools may work with any photographer that best suits the needs of the schools. However, Lisa Heiser of Herff Jones and Michael Harris of Victor O'Neill Studios share many of the same schools in the area. Their working relationship dates back to 2002 when Lisa's husband, Kevin, was a lead photographer for Victor O'Neill. Both independent contractors value the other's level of service and the quality product produced.

Schools that work with Victor O'Neill Studios that also choose to work with Herff Jones Yearbooks may select one item from the incentive packages offered in the fall.

FREE BOOKS

Herff Jones will provide 5 free books to each school at no additional charge.

**Contract # HJ-57-12smc, Herff Jones Yearbooks,
Elementary School Yearbook Additional Contract Information**

1. YEARBOOK SALES SUPPORT



YEARBOOK ORDER CENTER allows schools to conduct their own promotions using Herff Jones merchandising materials. There are customizable letter and flier templates included in the kit that contain the Yearbook Order Center website and toll-free phone number. Parents contact the Yearbook Order Center to buy the book using a Visa, Mastercard or Discover credit card. There is no cost to your school to use this service. **A \$2.00 per book service fee will be deducted from the selling price of the book. However, that fee will not be visible to parents as it is built into the sales price shown on-line. There is NO fee for books sold at the school.**



eBUSINESS is Herff Jones' tracking method for book and ad sales. This site can be accessed from on-line and will track books ordered on the Yearbook Order Center site as well as in-house sales recorded by the adviser. Subject to this agreement, the Yearbook Division of Herff Jones, Inc., grants you, the customer, non exclusive, revocable, limited access to the Herff Jones eBusiness website to merchandise your printed yearbook, advertising and other sales items.

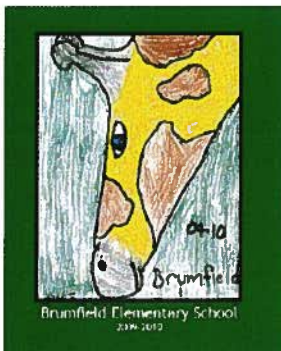
2. REFERENCES



Melissa D. Cooper, Adviser
New Directions Alternative
Education Center
Manassas, VA
phone: 703-393-7261



Laura Goldzung, Adviser
Ellis Elementary
Manassas, VA
phone: 703-365-0287



Shirley Toth, Adviser
Brumfield Elementary
Warrenton, VA
phone: 540-347-8180

NOTE:

Yearbook contracts may be entered into independently of photography contracts. There has been a lot of confusion in the past about yearbooks and photography services needing to be bundled. **Y is for Yearbook** contracts do not require the use of a specific photography company.

3. ELEMENTARY INCENTIVES

Yearly incentives may include but are not limited to:

- yearbook sales posters that feature your students
- merchandising materials
- 25 free personalized books
- 15 free yearbooks
- customized READ posters

The specific incentives will be determined each year by the school and the local representative when the contract is signed.

4.a. TECHNOLOGY GRANT

As a signing bonus, Herff Jones will provide a digital camera to each elementary school that prints a yearbook using Y is for Yearbook. This camera may be replaced after renewing the yearly contract for three consecutive years.

4.b. WORKSHOPS & TRAINING

The local representative is available to train elementary advisers individually or in a group setting each year. The Y is for Yearbook online program is simplistic. It has a built-in help menu and video tutorials that can be accessed 24/7.

The fall workshop's focus is to train students in journalistic writing, photography and design. Any elementary adviser who is producing a book with Herff Jones is welcome to attend at no charge.

5. DEADLINES

Because Y is for Yearbook pages are printed on a digital press, all pages must be received together. However, completed page can be proofed and locked until time for the complete submission.



**Contract # HJ-57-12smc, Herff Jones Yearbooks,
High School Yearbook Additional Contract Information**

1. ORDER CENTER PROGRAMS FOR BOOK SALES

YEARBOOK SALES SUPPORT

1. LIKE YEARBOOK! ONE YEAR. ONE BOOK. LAST CHANCE TO PRESERVE IT ALL. BUY THE BOOK

2. YearbookOrderCenter.com 1.866.287.3096

3. NOW'S YOUR CHANCE BUY A YEARBOOK YearbookOrderCenter.com 1.866.287.3096

The Herff Jones Yearbook Order Center is a valuable resource to help boost yearbook and ad sales by allowing parents to pay using credit cards or electronic checks. With three different programs to choose from, the Yearbook Order Center is a great partner for any type of yearbook or ad sale.

BUY THE BOOK allows schools to conduct their own promotions using Herff Jones merchandising materials. There are customizable letter and flier templates included in the Herff Jones kit that contain the Yearbook Order Center website and toll-free phone number. Parents contact the Yearbook Order Center to buy the book using a Visa, Mastercard or Discover credit card. There is no cost to your school to use this service. A service fee will be deducted from the selling price of the book; however, that fee will not be visible to parents. Cost \$3.50 per order.

DIRECT PAY relieves the adviser and the yearbook staff of the details of selling the yearbook. Herff Jones creates, prints and mails personalized letters (similar to 1 shown above) to the homes of all students in the school giving parents the opportunity to purchase a yearbook twice during the year. Parents contact the Yearbook Order Center to buy the book using a credit card or check. The fee for this program, which will appear on your final invoice, is based on the number of names in the first mailing database. Cost: \$2.25 per name.

SALES ASSIST offers schools a boost to their yearbook sales program and allows the adviser to direct the sales to the unique needs of their specific school. You'll have the ability to create a PDF (similar to 2 shown above) to use electronically (as an email attachment) or in print (as a handout in homeroom or at an event). In addition, the Yearbook Order Center will also create, print and mail a customized flier (similar to 1 shown above) to anyone who hasn't already purchased the book as a result of the PDF or in-school sales promotions. Parents contact the Yearbook Order Center to pay using a credit card or check. There is NO FEE in 2013 for this program.

ORDER CENTER MARKETING MATERIALS with the Yearbook Order Center information already pre-printed are available for order from Marketing. Weatherproof vinyl banners (3 shown above) and campaign signs (4 shown above) are among the items available.

2. SCHOOL INCENTIVES

WELCOME TO HERFF JONES

Choose one of the items below as a welcome to the Herff Jones family:

100# PAPER

You may choose 100# Gloss or 100# Matte paper stock to be used for the entire yearbook at no additional charge.

ADOBE INDESIGN

In order for you to work with the latest Adobe® software, Herff Jones will provide one, two or three boxed copies of Adobe InDesign based on the amount of the 2013 printing agreement.

4/C EXECUTIVE LITHO

This incentive is available for new Executive 2013 customers who wish to produce a school-designed cover entirely in four-color process.

QUICK TURN SUPPLEMENT

Cover the events in school that occurred after your final deadline in this 16-page full color supplement. Receive one copy of the supplement per yearbook ordered.

THANK YOU FOR BUSINESS

Each year of the contract, Herff will offer each High School one item from the Improve My Life options and one item from the Improve My School incentives below. Middle Schools may choose only one option from below.

IMPROVE MY LIFE

TRUE POTENTIAL RECRUITING KIT

You may choose the complete True Potential kit plus four packages of Why Yearbook brochures (100 total) and one package each of the poster set (35 total), game sets (25 total) and certificate stock (25 total). For more information about this program, see the Recruiting and Curriculum page.

CUSTOM SALES POSTERS

You may select 40 custom sales posters each showcasing four photos of students from your school. These full color 14" x 22" posters can be used to show students that they are in the yearbook and promote yearbook purchases.

MERCHANDISING COLLECTION

This incentive includes one vinyl banner, one set of sales campaign signs, two packs of flair and three packs of reusable stickers. For more information about the material in the merchandising collection, please refer to the Promotion and Sales page.

EDUCATIONAL MATERIALS

You may choose to receive one copy of the Teaching Yearbook Journalism curriculum adviser binder (including Plus Powerpoint DVD, Plant Tour DVD and one set of Skill Set cards) and 10 student workbooks, OR 25 copies of the Teaching Yearbook Journalism student workbooks OR 10 copies of Your Curriculum, InDesign supporting CS2/CS3/CS4. For more information about our educational materials, please refer to the Recruiting and Curriculum page.

IMPROVE MY SCHOOL

1 LITERACY POSTERS

Herff Jones will print 40 custom posters, each showcasing a different student or teacher from your school reading a favorite book. These full-color, 14" x 22" posters can be used to support the literacy efforts in your school.

2 PADFOLIO

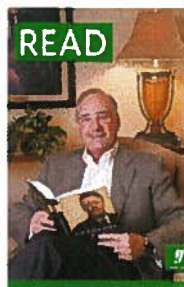
This incentive allows you to select up to 10 specially-designed teacher padfolios that include a legal pad. These make great gifts to honor and reward faculty members.

3 TEACHER MUGS

Another way to reward your faculty is with one of our ceramic mugs designed especially for them. You may choose to receive up to 10 ceramic mugs with this incentive.

4 SCHOOL FLAIR

You may select seven packs (for a total of 700) of buttons created to motivate and honor students and faculty throughout the year. You can also empower faculty to hand out these buttons for great work in class.



2. & 4. SCHOOL INCENTIVES/ WORKSHOPS

WHAT'S IN IT FOR ME?

If chosen as the yearbook provider for ANY Fauquier County School, Herff Jones will offer the following:

PROFESSIONAL LEARNING NETWORK (PLN)

Lisa Heiser hosts a network of local advisers from Manassas City, Prince William County and Culpeper. We meet several times during the year for the yearbook advisers to enrich their best practices. The group includes new advisers, veteran advisers and some who are Certified Journalism Educators or Master Journalism Educators.

Yearbook advisers are unique. No one else in the school understands what the adviser does or why. This network allows advisers to share ideas, classroom practices and create camaraderie. Together, we celebrate each others wins and losses. We tackle the problems of recruiting good staff members, teaching journalism, selling the book and dealing with parents and administration.

REBATES FOR HIGH SCHOOLS

By signing a three-year agreement, Herff Jones will credit the school 3% of the contract price from the final bill. This money may be used to reduce the overall cost of the book, or it may be used to invest in the yearbook program. Investments may include but are not limited to: student scholarships, computers, cameras, printers, scanners, or other equipment. Herff Jones requires contracts to be renewed yearly.

*Single year agreements will earn a 1.5% credit.

INCENTIVES FOR MIDDLE SCHOOLS

Herff Jones will provide each middle school with a digital camera as a signing bonus.

Yearly incentives include the school's choice of one:

- 10 free books or
- \$200 rebate off the final invoice or
- 1 summer camp scholarship to GYE (\$500)

PLANT TRIP

Herff Jones will offer a yearly trip to the Gettysburg facility. You will have the opportunity to tour the production plant, meet your customer service adviser and the rest of the Herff Jones yearbook team. You can see exactly how your pages are turned into your yearbook. Lunch is provided.

LOCAL WORKSHOP

Herff Jones will provide a local spring clinic or fall workshop for the secondary schools. The workshop will include a special consultant and a cover artist.

As per requested, the following is included at no charge: Middle Schools may bring one adviser and two students High Schools may bring one adviser and four students. **This option is available each year that the school prints with Herff Jones.**

SUMMER CAMP

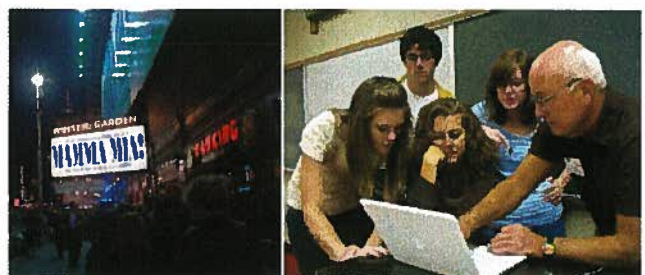
The cost for up to 4 camp scholarships at GYE may be deducted from the high school's final invoice each year that the school prints with Herff Jones. The value of each scholarship is approximately \$500.

ADVISER TRAVEL DISCOUNTS

When traveling to conferences with at least six students, the adviser's cost for a trip is reduced to 50% of the student's fee. Lisa Heiser plans trips in the fall to the Journalism Education Association conference (locations vary) and in the spring to Columbia Scholastic Press Association in New York City.

SPECIAL NOTE

The terms of the school Print Agreement will have a statement that is to be agreed upon by the Fauquier County School System and the legal team at Herff Jones. Possible wording: "This Agreement is governed by Contract #HJ-57-12smc, which will supersede over any conflicting terms contained herein."



Contract # HJ-57-12smc, Herff Jones Yearbooks,
Elementary and High School Payment Plans

3.1.8.1 PAYMENT PLANS

20

HIGH SCHOOLS

- 45% of contract price due in November
- 45% of contract price due in February
- 10% plus any additional charges will be on the final bill

MIDDLE SCHOOLS

- 90% of contract price due in March
- 10% plus any additional charges will be on the final bill

ELEMENTARY

- A deposit invoice, reflecting the Order Form total will be sent 45 days prior to the deadline and is due upon receipt.
- Full payment of the deposit (order form total) must be received prior to shipment of the book.
- Upon shipment of the book, a second invoice will be sent if there are additions/changes from the original order total.

NOTES

All monies collected on behalf of the school through the Yearbook Order Center will be applied to the school's deposit. Any excess money will be refunded within 45 days of book's delivery.

Discounts provided for early payments of invoices or other discounts. If the school chooses to prepay the printing agreement amount on or before 11/12/2012 a 2% discount applies. The discount will be applied to the final invoice.

Yearbook order letters provided in the merchandising packet. You may also view the Herff Jones Yearbook Order Center website at www.yearbookordercenter.com