

**Herff Jones Yearbooks, Contract HJ-52-17smc  
Yearbook Services: Middle and High Schools  
Contract Cover Sheet**

<b>Contractor</b>	<p style="text-align: center;"><b>Herff Jones, LLC</b>  4625 W. 62<sup>nd</sup> Street, Indianapolis, IN 46268  Office: 703-447-5041 Fax: 703-830-1861</p>
<b>Contact Information</b>	<p style="text-align: center;"><b><u>Contacts</u></b></p> <div> <div> Ms. Kara Petersen, Yearbook Representative  <a href="mailto:khpetersen@herffjones.com">khpetersen@herffjones.com</a>  703-447-5041 </div> <div> Kansas City Plant, 2525 Midpoint Dr.  Edwardsville, KS  Customer Service: Mark Plyler  <a href="mailto:Tmplyler@herffjones.com">Tmplyler@herffjones.com</a> </div> </div>
<b>Pricing, options and incentives/scholarships:</b>	See attached contract <i>Note: pricing remains the same during 2021-2022 Renewal</i>
<b>Contract Term:</b>	May 18, 2021– May 17, 2022, second renewal year; Zero renewals remain, 1 1 year extension, May 18, 2023—July 1, 2024
<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 HJ-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 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 <a href="mailto:Jeffrey.campbell@fauquiercounty.gov">Jeffrey.campbell@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>• <b>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!</b></li> </ul>



**FAUQUIER COUNTY SCHOOL BOARD,**  
**a political subdivision of the Commonwealth of Virginia**  
Contract HJ-52-17smc,  
Yearbook Services: 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, **Herff Jones, LLC**, located at **4625 W. 62<sup>nd</sup> Street, Indianapolis, IN**, 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 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 March 23, 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.

Herff Jones, LLC

By: Kara Petersen

Title: Sales representative

Date: 5/23/17

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

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

Title: Procurement Manager

Date: 5/23/17

**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**

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

**Sample Specifications**

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

**Proposed Base Cost: Include total cost only.**

<b>Quantity</b>	<b>Cost</b>
350	\$10,275
450	\$11,143
500	\$11,676

**MS, 2. Basic Middle School Yearbook – Choice 2**

**Sample Specifications**

<b>Ink</b>	<b>All Color</b>
<b>Trim Size</b>	<b>8" x 10" 7 3/4" x 10 1/2" actual trim size for cost savings</b>
<b>Paper Stock</b>	<b>80# Gloss</b>
<b>No. of Pages</b>	<b>72</b>
<b>Binding</b>	<b>Smyth Sewn, rounded and backed</b>
<b>Cover</b>	<b>School Design, 100 pt. binder board, die cut, grained/embossed</b>
<b>Delivery</b>	<b>By mid-to-late May</b>
<b>Paper Inside</b>	<b>80# matte or enamel</b>
<b>Proofs</b>	<b>Submitted electronically</b>
<b>Other</b>	<b>Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included</b>

**Proposed Base Cost: Include total cost only.**

<b>Quantity</b>	<b>Cost</b>
350	\$9,337
450	\$10,219
500	\$10,659

**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**

**RFP 52-17sm, Yearbook Services**  
**Herff Jones Yearbooks**  
**Middle School Overview**

**KANSAS CITY PLANT**  
**2525 MIDPOINT DRIVE**  
**EDWARDSVILLE, KS 66111**  
[P] 800.255.6287  
[F] 913.441.6729  
kansascity@herffjones.com  
Natalie Jones, Plant Services Manager  
Josh Dodge, Customer Service Manager



**MARK PLYLER**  
Customer Service Adviser  
tmplyler@herffjones.com  
Mark is available to answer any question about the progress and production of your Middle School cover, endsheet or pages.

**Service from Local Representative**

Kara visits Middle Schools on a monthly basis. She schedules appointments during the adviser's planning time or after school. Kara supplements her monthly meetings with join.me phone conferences and local adviser social events. Kara is available by phone, text and email on a daily basis.

**Financial Overview**

Kara's yearbook business is only as strong as her schools' yearbook businesses. Kara is committed to setting realistic student price points, budgeting for an attention-grabbing cover, and monitoring book sales throughout the year. Kara strives for financial transparency with all schools and partners.

**Technology Credit**

When the printing agreement has been signed, the local representative will make a \$350 cash donation to the school for the purchase of software, cameras, lenses or peripherals such as SD cards, batteries, camera bags and the like.

**Workshops and Training**

As a part of this RFP, Middle School advisers are welcome to attend YearbookNV at no cost. Also, Kara offers a workshop exclusive to middle school students and advisers in October. The adviser and up to five students may attend the one-day workshop at no cost; additional students are \$25/each.

**Yearbook Sales and Marketing**

Schools will partner with the Yearbook Order Center to record and to track yearbook and/or ad sales. The sales tracking software eBusiness can accommodate any combination of in-school and YOC sales. Herff Jones will mail one Sales Assist Postcard home to parents. The local representative will design paper order forms for the schools, set up the school in eBusiness and eShare and provide training for Send and Sell. If parent email addresses are available, the school can take advantage of the Parent Engagement Series.

**Production Schedule**

The school can negotiate one, two or three submission deadlines with the local representative. All submission deadlines are Mondays. Because flat and/or signature completion is not required, a page is a page, so a school can submit any combination of pages on any deadline. A successful 4/9 final deadline will allow for a 5/12 ship date, which is a five-week turnaround.

**Contract HJ-52-17smc, Herff Jones, LLC**  
**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
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.

Quantity	Cost
550	\$40,092
600	\$41,141
700	\$43,240

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

Ink	All Color
Trim Size	9" x 12"
Paper Stock	80# Gloss
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.

Quantity	Cost
550	\$49,679
600	\$50,857
700	\$53,212

**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**

**RFP 52-17sm, Yearbook Services**  
**Herff Jones Yearbooks**  
**High School Overview**

**KANSAS CITY PLANT**  
**2525 MIDPOINT DRIVE**  
**EDWARDSVILLE, KS 66111**  
[P] 800.255.6287  
[F] 913.441.6729  
kansascity@herffjones.com  
Natalie Jones, Plant Services Manager  
Josh Dodge, Customer Service Manager



**MARK PLYLER**  
Customer Service Adviser  
tmplyler@herffjones.com  
Mark is available to answer any question about the progress and production of your High School yearbook cover, endsheet or pages.

**Service from Local Representative**

Kara visits High Schools on a monthly basis. She schedules appointments during yearbook class time, the adviser's planning time or after school. Kara supplements her monthly meetings with join.me phone conferences and local adviser social events. Kara is available by phone, text and email daily.

**Financial Overview**

Kara's yearbook business is only as strong as her schools' yearbook businesses. Kara is committed to setting realistic student price points, budgeting for an attention-grabbing cover, and monitoring book sales throughout the year. Kara strives for financial transparency with all schools and partners.

**Technology Credit**

When the printing agreement has been signed, the school can choose one of the following:

- A \$1,000 cash donation from the local representative to the school for the purchase of software, cameras, lenses or peripherals such as SD cards, batteries, camera bags and the like **OR**
- A \$1,750 credit on the final invoice to offset the cost of software and/or camera purchases

**Workshops and Training**

As a part of this RFP, High School advisers are welcome to attend YearbookNV **OR** Herff Jones' Signature Camp at William & Mary at no cost. Kara also offers a one-day fall workshop in October. Each school may send the adviser and up to five students to the one-day workshop at no cost; additional students are \$25/each.

**Yearbook Sales and Marketing**

Schools will partner with the Yearbook Order Center to record and to track yearbook and/or ad sales. The sales tracking software eBusiness can accommodate any combination of in-school and YOC sales. Herff Jones will mail one Sales Assist Postcard home to parents. The local representative will design paper order forms for the schools, set up the school in eBusiness and eShare and provide training for Send and Sell. If parent email addresses are available, the school can take advantage of the Parent Engagement Series.

**Production Schedule**

Before production begins, the school can negotiate submission deadlines with the local representative. All submission deadlines will be Mondays. Because flat and/or signature completion is not required, a page is a page, so a school can submit any combination of pages on any deadline. A successful 4/9 final deadline will allow for a 5/12 ship date, which is a five-week turnaround.



**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**  
**Additional Pricing & Details:**

**All school levels:** Custom, Owner school-designed covers are included at no cost. Owner schools may chose a company-designed cover, if desired.

**High Schools and Middle Schools:** Four-color litho cover with gloss lamination **OR** a silkscreen cover with choice of one standard base material, one silkscreen ink, one standard foil plus one grain. Custom dies are additional and cost is dependent upon complexity. For example, a text-only die is \$150-\$200. Schools will approve cost of die prior to production.

In addition, common cover enhancements include the following:

- Soft and matte lamination \$.77/copy
- Spot UV lamination \$75 setup + \$.75/copy
- Additional silkscreen ink \$1.12/copy
- Quarterbound cover \$1.28/copy
- Custom embossing with a litho application \$525/order plus die charge

• End sheet stock

**High Schools:** Choice of vibracolor endsheet stock is included; uncoated endsheet stocks are available and range from \$.30/copy to \$1.18/copy.

In addition, common endsheet enhancements include the following:

- Printed in black ink only \$266.06
- Additional litho ink \$226.06 per color
- Spot UV lamination \$75 setup + \$.75/copy

**Middle Schools:** Choice of vibracolor endsheet stock is included; choice of uncoated Signature endsheet stocks are available for \$.30/copy. Company-designed endsheets to coordinate with company-designed covers are \$.65/copy.

• Alteration charges; as noted in 3.1.4 via corrections and changes

**High Schools and Middle Schools:** Changes to cover and endsheet proofs are considered Creative Art Services and are charged at \$55/hour. Changes to pages after submission, but before printing and plating, are subject to a \$27.50/page release fee.

**High Schools:** Up to 20 overruns provided by plant; if unnecessary, may be returned for credit

**Middle Schools:** Up to 20 overruns provided by plant; if unnecessary, may be returned for credit

**High School and Middle School yearbooks** will ship from the Kansas City, KS printing facility on Old Dominion Freight Line. Schools will be notified the afternoon the books ship via email. The next morning, schools will receive a tracking number. Books will deliver on the third day after shipment between 10 am and 2 pm. Old Dominion will arrive with a lift gate, if necessary, or the freight line will deliver to the school's loading dock. The cost of shipping is included in the original printing agreement.



**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**  
**Additional Pricing & Details:**

- 1 Sales Posters** provide an identifiable look that lets students, teachers and parents know that it's time to buy a yearbook. (Free in reasonable quantities for High Schools and Middle Schools; Elementary Schools may order posters on the original order form at 15 posters for \$4)
- 2 Campaign Signs** really grab parents' attention in the Kiss-and-Ride Line. (\$20 per set)
- 3 Vinyl Banners** can be hung anywhere students and parents gather. These weatherproof signs are a great way to promote the yearbook sale at the school's entrance. (\$35 per banner)
- 4 Yearbook Flair Buttons** are a fun and colorful way to promote the yearbook sale. Students will want to collect all the different designs. Pass these out to students as they buy the yearbook to help create excitement. (\$18 for an assorted pack of 100)
- 5 Custom Posters** are the perfect way to show students that the yearbook is for everyone. Engage more students in the yearbook sale by including their faces on these posters. Reach out to students who don't expect to be in the yearbook and might not plan to buy. Customize the text and submit up to 80 photos to be printed on 20 different posters. (\$50 for 20 posters)
- 6 "YES, PLEASE!" Card** allows students to indicate that they are interested in buying a yearbook. Use these cards to collect information to create mailings home to parents. (Free in reasonable quantities for High Schools and Middle Schools)
- 7 "LAST CHANCE" Card** reminds students to buy a book. The blank side can be customized with pricing information. (Free in reasonable quantities for High Schools and Middle Schools)
- 8 "YOU'RE IN THE YEARBOOK" Card** shows each student the page(s) of the yearbook on which they appear. Let parents know their student is in the book, and they will be more likely to buy. (Free in reasonable quantities for High Schools and Middle Schools)

**Additional Items/Options for High Schools and Middle Schools**

Plastic covers: \$1.50 each

World Yearbook: \$2.50/copy

Our World (Middle School level): \$.80 sewn in

Blank Autograph Supplements: \$.80/copy

Four-Color Autograph Supplements: \$1/copy

**Namestamps**

Available colors include silver, gold, blue, red, green, and black

Submitted by last Monday in January: \$3/line

**Nameplates**

Available colors include silver, gold, blue, red, green, and black

Available in one or two lines and with one or two marks

Submitted by last Monday in January: \$4/line

Mark: \$3 each

**Contract HJ-52-17smc, Herff Jones, LLC**  
**Middle and High School Yearbook Services**  
**Additional Pricing & Details:**

**Bring It Day**, a one-day spring workshop for up to four high-school editors per school and the yearbook adviser

Saturday, May 13, 2017 from 9:00 am - 2:00 pm

Westfield High School in Chantilly, Va.

Lecture-style sessions on theme, book organization, ladder planning and student leadership

As part of this RFP, this workshop is free for Fauquier County high schools

20 schools and approximately 100 students typically attend

**Herff Jones Signature Camp at William & Mary**, an overnight yearbook workshop experience July 11-14, 2017 with an optional Expert Day July 15

College of William & Mary in Williamsburg, Va.

Each day is a combination of small-group instruction, lecture and school work time

\$375/person for Overnight Participants & Advisers

Optional July 15 Expert Day - \$50/person

As part of this RFP, all Fauquier County high school advisers will attend for free

For more information, email [signaturecamps@herffjones.com](mailto:signaturecamps@herffjones.com) or call (800) 837-4235

**YearbookNV**, a three-day summer workshop for advisers and students

July 25-27, 2017 from 9:00 am - 5:00 pm

Westfield High School in Chantilly, Va.

Each day is a combination of small-group instruction, lecture and school work time

On Friday, July 28, school groups meet with yearbook gurus and plant cover artists

\$175/student participant when registered before June 9

As part of this RFP, all Fauquier County high school and middle school advisers attend for free

Over 200 participants annually since 2011

**Middle School Fall Workshop**, a one-day workshop for middle-school students and advisers

Wednesday, September 27, 2017 from 9:00 am - 1:30 pm

Robinson Secondary School in Fairfax, Va.

Lecture-style sessions with a nationally-recognized middle school yearbook adviser plus the opportunity to meet with yearbook consultants and/or a plant artist

As part of this RFP, five students and an adviser per school may attend for free; additional students are \$25/each

Over 225 participants in 2016

**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](mailto:susan.monaco@fauquiercounty.gov)

April 9, 2020

Herff Jones, LLC  
Attn: Ms. Kara Petersen, Yearbook Rep.  
4625 W. 62<sup>nd</sup> Street  
Indianapolis, IN 46268

RE: Contract HJ-52-17smc, School Yearbook Services, MS & HS

Dear Ms. Petersen:

As noted in a 4/8/20 e-mail, confirmed by your reply that same day, Fauquier County Government and Public Schools wishes to exercise its option to renew the above referenced contract for the first one year option; the period of the renewal will be from **May 18, 2020 through May 17, 2021**.

It is understood and agreed that all terms, conditions, and prices remain the same during the contract renewal period.

If this renewal is agreeable with your firm, 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.

Thank you for your continuing service to Fauquier County Government and Public Schools.

Sincerely,

*Susan R. Monaco*

Susan R. Monaco, CPPO, CPPB  
Procurement Manager

Herff Jones, LLC

By: *Kara Petersen*

Title: *sales partner*

Date: *4/9/2020*

Fauquier County Gov't/Public Schools

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

Title: *Procurement Manager*

Date: *4/9/2020*

**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](mailto:susan.monaco@fauquiercounty.gov)

March 19, 2021

Herff Jones, LLC  
Attn: Ms. Kara Petersen, Yearbook Rep.  
4625 W. 62<sup>nd</sup> Street  
Indianapolis, IN 46268

RE: Contract HJ-52-17smc, School Yearbook Services, MS & HS

Dear Ms. Petersen:

As noted in a 3/8/21 e-mail, confirmed by your reply 3/18/21 (apologies for my e-mail address error), Fauquier County Government and Public Schools wishes to exercise its option to renew the above referenced contract for the second one year option; the period of the renewal will be from **May 18, 2021 through May 17, 2022**.

It is understood and agreed that all terms, conditions, and prices remain the same during the contract renewal period; please contact your insurance provider to continue sending a compliant Certificate of Insurance per our contract.

If this renewal is agreeable with your firm, 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.

Thank you for your continuing service to Fauquier County Government and Public Schools.

Sincerely,

*Susan R. Monaco*

Susan R. Monaco, CPPO, CPPB  
Procurement Manager

Herff Jones, LLC

By: *Kara Petersen*

Title: HJ sales representative

Date: 3/22/21

Fauquier County Gov't/Public Schools

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

Title: Procurement Manager

Date: 3/22/2021

**FAUQUIER COUNTY GOVERNMENT AND PUBLIC SCHOOLS**

**PROCUREMENT DIVISION**

320 Hospital Drive, Suite 23

Warrenton, Virginia 20186

Phone: (540) 422-8350

Fax: (540) 422-8355

[jeffrey.campbell@fauquiercounty.gov](mailto:jeffrey.campbell@fauquiercounty.gov)

1st Extension

September 7, 2023

Herff Jones, LLC

Attn: Ms. Kara Petersen, Yearbook Rep.

4625 W. 62<sup>nd</sup> Street

Indianapolis, IN 46268

RE: Contract HJ-52-17smc, School Yearbook Services, MS & HS

Dear Ms. Petersen:

Fauquier County Government and Public Schools wishes to exercise its option to extend the above referenced contract for a one-year period, the period of the renewal will be from **May 18, 2023 through July 1, 2024**.

It is understood and agreed that all terms, conditions, and prices remain the same during the contract extension period; please contact your insurance provider to continue sending a compliant Certificate of Insurance per our contract.

If this extension is agreeable with your firm, please sign this letter in the space provided below and return it to this office. A fully executed copy will be returned to you.

Thank you for your continuing service to Fauquier County Government and Public Schools.

Sincerely,

Jeffrey Campbell VCA, VCO  
Procurement Manager

Herff Jones, LLC

By: \_\_\_\_\_

*Kara Petersen*

Title: sales partner

Date: 9/10/23

Fauquier County Gov't/Public Schools

By: \_\_\_\_\_

*Jeffrey Campbell*  
Jeffrey Campbell VCA, VCO

Title: Procurement Manager

Date: 9/11/23