

1. You ask for freight cost for sample copies going to your office. How many sample copies are you expecting to receive? We cannot determine out freight without knowing the quantity. 2,500 copies dropped off to the Wallace State Office Building. Typically this is done when the main run is dropped off at the USPS, as our office is nearby. These copies are for distribution to DNR staff, advertisers, writers, photographers, etc.
2. You have listed issue dates, for example May 26th. Can you clarify what the issue date is, would it be the date it must be at the Des Moines USPS? Or is this the approximate date to finish production? Or is this the production start date with mail due on the 10<sup>th</sup> of the following month? (I am going to need some help with this one! It seems like that 10th sentence was at one point an internal question on a draft we had that got left in. I know we discussed this, but can't recall what we ended up with! I prefer the specific dates (such as May 26 to be the mailing date so each issue arrives just ahead of the season of each issue (spring, summer, fall, winter) versus recieved on or around the 10th.
3. In task #1 you indicate files will be delivered 1 month prior to mail date. Would this be the mail date or the issue date? For example, May 26<sup>th</sup> is issue date, but mail is the 10<sup>th</sup> of the following month. Is this timeline negotiable? We would prefer timelines all parties agree on to run smoothly. We are willing to work on timelines with vendor. Some vendors need longer lead times from receiving files to complete printing and others do not.
4. In task #1 you ask for an assembled color laser proof. Can you explain what you mean be "assembled"? Sorry for the confusion. We wish to receive a lower resolution mock-up with pages in order and (typically stapled) to resemble a final product for purposes of proofing editorial content (done by the editor), and a high-resolution color proof that allows our art director to observe color, photo resolution, shading, visibility, graphic elements and other design aspects as they will appear in the final printed product. Often these high resolution outputs are non-sequential, loose spreads and this high-resolution proof does not need to be assembled.
5. We cannot provide an Iris proof, will Epson proofs be acceptable? Will you require returning proofs when printing is completed? An Epson proof will suffice for the lower-resolution editorial proof. High resolution outputs are required for our art director. Proofs do not need to be returned to the DNR and may be retained by the vendor.
6. In the mailing section you indicate periodical rate. Would this be a non-profit periodical rate? Yes this is the non-profit periodical rate.
7. Can you tell us the percentage of ad content in the magazine? Typically 4-7 pages of advertising per issue.
8. What is the location of the inkjet for the mailing, front or back cover? On the back cover
9. How many different issues are retained at our location for how long of a period and what quantity do we hold here? The number of supplementals varies based on promotional efforts, time of year, etc. The smallest quantity is

probably around 35, with the highest anywhere from 800-1100 if it's on the heels of a big promotion. I would say the average is about 100/supplemental.