



San Dieguito Printers

1880 Diamond Street, San Marcos, California 92078 Phone (800) 321-5794 (760) 744-0910 Fax (760) 744-5811

City of Costa Mesa
Purchasing Division
Attn: Jennifer McCoy
77 Fair Drive
Costa Mesa, CA 922626

June 24, 2015

Dear Jennifer,

Attached is San Dieguito Printer's bid submission for Costa Mesa Recreation Guide RFQ #062215P&R. San Dieguito Printers is a customer focused printing company which has been in business since 1936. Our high quality printing and excellent customer service have rewarded us printing projects with City governments, such as the cities of Dana Point, Escondido, El Cajon, Laguna Beach, La Habra, Menifee, Murrieta, San Marcos, Temecula among others either directly or through print brokers, mailing houses and marketing companies.

Included in this package are all of the documents per the request of the RFQ along with various samples of landscape (per your RFQ) and portrait formatted projects. I do not have an exact sample per your specifications that uses the same paper for the landscaped formatted publication as this tends to fall outside of the normal city recreation guide specifications sent to us. I have also included a paper sample of the 50# Bookstock (Offset) and the 60# Gloss Book #3 for your review.

We look forward to an opportunity to work with the City of Costa Mesa to help with the success of the recreation brochures. Please let me know if you have any questions and I will be happy to assist in any way possible.

Sincerely,

Chris Baker
San Dieguito Printers
Marketing Manager/New Business Development
1880 Diamond Street, San Marcos, CA 92078
Direct: 760-593-5139, Work: 760.744.0910 ext. 233, Cell: 760.803.0151, Fax: 760.744.5811
chrisb@sd-print.com
<http://www.sd-print.com/home.html>

QUALIFICATIONS AND EXPERIENCE

SDP has been established since 1936 which has provided world class printing for over 76 years! We are located at 1880 Diamond Street, San Marcos, CA 92078. SDP is a family owned, service oriented company. We have both Heat set and cold set printing equipment. Having both of these printing capabilities, we are able to offer our clients many choices for their printing needs. We specialize in the printing of calendars, schedules, guides, magazines, catalogs, brochures, flyers, manuals, directories and newspapers. Our continued success over the years is directly related to our lasting relationships with our customers. We have many cliental from various public and private businesses and have supplied contact information for your review in the reference section listed below. SDP Currently employs approximately 48 people, all integral in completing any given printing project.

Each printing project is assigned to one of our experienced Customer Service Representatives/Project Facilitators. Their top priority is to ensure all job requirements are followed through from the initial order through delivery to the assigned destination. At San Dieguito Printers, we pride ourselves in providing World Class Customer Service!

Through experience we have found that file preparation can often be the key to a successful publication. Our pre-press specialists are available to assist your graphics staff to ensure files are compatible with our press profiles in order to attain the maximum quality product possible. A second quality assurance check will be made at the pre-flight stage when files are downloaded for proof processing.

Proofs (Blue lines) are submitted for approval as required by our customers. Proofing time is based on customer needs, page count and quality of electronic files submitted to San Dieguito Printers. In order to meet our client's needs and to be able to provide world class customer service, our recommended method of proofing is to have an SDP Representative deliver and review the proofs with the appropriate member of your staff for this project.

After proof approval, the printing, bindery and mailing process takes place. During this process, book checks are completed between the press and bindery operators, pre-press staff and floor supervisors to make sure industry standards are met throughout the completion process of the project. All employees are trained to perform their duties to the highest standards and most are cross trained in additional areas for maximum efficiency and quality control.

TURN AROUND TIME:

San Dieguito Printers agrees to provide turnaround time for this project within 5-10 days of proof approval for this project with schedule provided by the City of Costa Mesa.

PRIMARY CONTACT FOR THE CITY OF COSTA MESA:

Chris Baker, Sales & Marketing Manager/New Business Development, would be the primary contact for The City of Costa Mesa. He will work together with The San Dieguito Printers Project Facilitator and production team in order to make sure the needs are met for The City of Costa Mesa Recreation Brochure.

COMPANY REFERENCES:

City of Temecula

Tracy Masters

Senior Recreation Coordinator

41000 Main Street, Temecula, CA 92590

Phone: 951-693-3996

Tracy.masters@cityoftemecula.org

City of San Marcos

Sarah Divan

Communications Officer

1 Civic Center Dr., San Marcos, CA 92069

Phone: 760-744-1050 ext. 3174

Fax: 760-744-7543

sdivan@san-marcos.net

City of Dana Point

Kolleen Wallace

Recreation Coordinator

34052 Del Obispo Street, Dana Point, CA 92629

Phone: 949.248.3538

Fax: 949-496-3497

kwallace@danapoint.org

City of Beverly Hills

Evelyn Ruiz

Community Services Supervisor

455 N. Rexford Drive, #260, Beverly Hills, CA 90210

Phone: 310.285.6851

Fax: 310.274.9571

eruiz@beverlyhills.org

* Additional references available upon request

EQUIPMENT:

Prepress:

- (2) Agfa fully automated Galileo CTP system*
- (1) Agfa fully automated Polaris CTP system*
- (1) Agfa Apogee-X Rip, Apogee Print Drive, Apogee News Drive*
- (1) Shermatic two sided digital proofer*
- (1) Epson Stylus PW 10600 high quality proofer*
- (1) Scitex Scanner*
- (1) HP 5000 Laser Printer*
- (7) Mac prepress work stations*
- (3) Dell PC prepress work stations*
- (1) Dedicated T-1 high speed data line*

Bindery:

- (1) Mueller Bravo Plus saddle stitcher with six pockets and cover feeder with stacker*
- (1) Mueller Bravo-T saddle stitcher with six pockets and cover feeder with stacker*
- (2) Mueller 227 inserters, five into one with stackers*
- (1) Cutter*
- (1) Folder*

Press:

- (24) units open web*
- (2) Combination folders with 1/2, 1/4 and double parallel folds, 22 3/4 cutoff, maximum 36" web width*
- (14) Automatic Martin splicers*
- (2) RS-25 automatic Heidelberg stackers*
- (1) RS-30 automatic Heidelberg stacker*
- (1) Five unit Komori heat-set press with combination folder and sheeter (23 cut-off)*
- (1) Five unit Heidelberg heat-set press (23.125 cut-off X 38" web width)
with combination folder (1/2, 1/4 double parallel fold) and an Oxy Dry sheeter*

*** Diesel generator back-up for tight timeline needs**

RFQ #062215P&R

CITY OF COSTA MESA - PARKS AND RECREATION
RECREATION GUIDE PRINTING SERVICES

| DESCRIPTION | Standard Printing Services | | Full Color Printing Services | | Web Site Press | | The Print Shop | |
|---|----------------------------|---------------------|------------------------------|---------------------|----------------|---------------------|-----------------------|---------------------|
| | Unit Price | Extension | Unit Price | Extension | Unit Price | Extension | Unit Price | Extension |
| 1 Printing price per quarter for 48,000 brochures | \$ 0.2483 | \$ 11,916.00 | \$ 0.25984 | \$ 12,472.47 | \$ 0.27560 | \$ 13,228.80 | \$ 0.3357 | \$ 64,456.00 |
| 2 Mail Prep | \$ 0.0129 | \$ 582.00 | \$ 0.00793 | \$ 357.00 | \$8.00/1,000 | \$ 360.00 | Included | \$ - |
| 3 Delivery - Shipping Freight | \$ 0.0042 | \$ 200.00 | \$ 0.00848 | \$ 407.00 | \$ 200.00 | \$ 200.00 | Included | \$ - |
| 4 Sales Tax | \$ 0.01986 | \$ 59.58 | \$ 0.02079 | \$ 62.36 | \$ 826.80 | \$ 892.94 | Postage Additional | \$ 5,160.00 |
| Total for 4 Quarters | | \$ 51,030.32 | | \$ 53,195.32 | | \$ 58,726.96 | | \$ 69,616.00 |