

JOHANNESBURG DEVELOPMENT AGENCY



Newtown Brochure Proposal Call Partnership for Printing and Distribution

Contract Number JDA 002/02/01

The Johannesburg Development Agency (JDA) acts as the development agency of the City of Johannesburg and hereby calls for proposals seeking a commercial partnership to develop the listings brochure/magazine in order to realise advertising revenue, explore editorial content, broaden the area coverage to the Inner City, improve distribution and link more cohesively with the tourism sector. The publication will be provided free of charge.

Specification Summary

In response to this proposal call, the following issues will need to be addressed: ● Starting with a 60,000 print run with development plan for expansion ● A distribution strategy ● Full colour brochures/publications ● Venue, exhibition and event listings ● High quality graphics and printing specification ● At least 4 editions per annum ● Advertising sales strategy ● Editorial strategy ● Overall budget and profit sharing.

Due date: The closing date and time for submission of proposals is Monday, 31 January 2005 at 17:00.

Supporting information can be requested electronically from Monday, 24 January 2005 or collected on the 3rd Floor, 90 Market Street, Johannesburg. Only proposals that provide a hard copy of a signed letter of intent received by the due date at the above address will be considered.

The documents are to be clearly marked "**CONTRACT NO: JDA 002/02/01, NEWTOWN BROCHURE PROPOSAL CALL PARTNERSHIP FOR PRINTING AND DISTRIBUTION**" and are to be placed in the tender box on the ground floor 90 Market Street, Johannesburg by no later than 17:00 on the closing date. Late submissions will not be considered.

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