

California Mental Health Services Authority
Statewide and Regional Communications and Outreach
Proposal Addendum 6.12.12

Level 4: 50 County Fact Sheets

Level 4 is the addition of 50 county-specific fact sheets. These fact sheets will allow each county to provide local information about accomplishments, progress, programs, participation and success. These fact sheets will allow each county two pages to describe their distinct populations, needs, budgets and services. This option may have a great impact than regional brochures on the intended audiences.

For the purposes of this proposal, we assume that the county fact sheets will be 1 sheet (8.5 x 11, double-sided.) We assume that MIG will work with CalMHSA to create a template outlining the content to be included in each fact sheet and a design template. MIG will also provide word counts for each section to help counties and CalMHSA know how much text to provide. CalMHSA will provide the resource content to MIG. MIG will write and edit the content, design the layout, and produce 50 final county fact sheets. In addition, MIG will provide CalMHSA a template in InDesign that can be used as additional counties come on board. This estimate assumes three rounds of review.

The timeframe for delivery of Level 4 could be extended in comparison to Level 2, as MIG will be writing, editing, and producing 50 fact sheets rather than 5 regional brochures. The timeframe for delivery is also dependent on when CalMHSA can provide the initial resource information to MIG; and CalMHSA staff's availability for review and feedback over the summer of 2012. The goal is to complete the project by September 15, 2012.

Another important factor in Level 4 is printing and production costs. As each of the 50 county fact sheets is a distinct print run, the print job is much larger than producing the 5 regional brochures described in Level 2, and fewer quantity discounts will be available. *Shipping costs will remain the same, as we had previously provided estimates to ship to all 50 counties. A print budget for Level 4 is described below.*

Our print estimates are based on these assumptions: small counties would receive either 300 or 500, medium counties 700 or 1,000, and larger counties 1,000 or 1,500.

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Deliverables:

50 County Fact Sheets printed and distributed to appropriate county.

Professional Time:

This range is dependent on the amount of research, review and additional graphic design time.

\$40,000-\$45,000

Print Estimates:

Option 1: \$7,500

300 of 30 originals (small counties), 700 of 10 originals (medium counties),
1000 of 10 originals (large counties)

Option 2: \$11,000

500 of 30 originals (small counties), 1000 of 10 originals (medium
counties), 1500 of 10 originals (large counties)