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Request for Design & Content Proposal 2024-2025 Chicago Northwest Visitors Guide

Meet Chicago Northwest is seeking proposals from qualified firms or individuals to provide comprehensive services for the production of the **Chicago Northwest Visitors Guide**. This publication is the official lifestyle guide for the Chicago Northwest suburbs which showcases the vibrant area from attractions to outdoor assets to dining and nightlife. This book has an 18-month shelf life.

PROJECT OVERVIEW The selected vendor will be responsible for providing a visually appealing guide that captures the essence of the Chicago Northwest suburbs. This guide will highlight attractions, community events, restaurants, nightlife and more. [Review our current guide.](#)

AUDIENCE: Out-of-market visitors considering a trip to the Chicago Northwest suburbs. Plus local residents looking for things to do in their area. Also, provided to meeting attendees upon arrival.

GOALS: Inspire and motivate travel to the Northwest suburbs of Chicago. Showcase the uniqueness of the region through photography while limiting copy throughout the book.

PUBLICATION SPECS: 48p (self-cover) 60# Recycled, Matte, 4/4 Process with Bleeds.
Trim Size 8.5 in wide x 10.875 in high.

REQUIREMENTS: Production includes 4 initial design concepts. Concepts will show cover, content story layout, and listing layouts. All content story layouts should showcase photography placement and listing layouts should show advertising placements ([last year's media kit](#)). *All advertising will be sold by MCNW.*

Additionally, we are requesting a content writer for approximately 4-5 short form content stories. We are expecting outlines for the short form content stories prior to stories being written.

Include all design & content costs plus 3 rounds for proofing, file preparation and transfer materials to the printer. Meet Chicago Northwest requires final working files upon completion plus PDF for our website which includes all URLs linked. In your proposal, please also include a link to previous magazine work examples.

Materials: Complete listings, ads and photos will be provided by MCNW. Provide an optional cost for 10-15 stock images. All copy & listings will be reviewed by MCNW staff for accuracy.

Terms: Design concepts/content story outlines by **Monday, February 26, 2024**.
Book must be ready to go to print by **Friday, June 14, 2024**. (MCNW sourcing printer.)
The projected release date for the book is **July 2024**.
Additional terms and conditions are negotiable.

Deadlines: Please respond with bids by **Wednesday, January 24, 2024**.
MCNW will select a designer by **Friday, February 2, 2024**.

Please email if you have questions or need additional information.