

Embroiderers' Guild of America (EGA)
Request for Proposal
Needle Arts Magazine and Inside EGA Insert
November 17, 2021

Please include the following information with your RFP submission and send to president@egausa.org by December 10, 2021.

1. Contractor name
 - a. Physical address
 - b. Mailing address (if different from physical address)
 - c. Contractor website (if applicable)
 - d. Contact name
 - e. Contact email
 - f. Contact phone number
2. History of contractor's business and experience (including years in business)
3. What is the size of the Contractor? (Please answer with number of employees, subcontractors, etc.)
4. Please provide details about the Contractor's internal resources, including copy writers, graphic artists, technical staff, and capabilities.
5. Please provide biographies of key personnel. May be submitted as appendices.
6. Does the Contractor have specific experience with the needle arts or related fields? (Please elaborate.)
7. Describe your experience with regard to editorial development, copywriting, production coordination, editing, proofing, photography research/procurement, and advertising sales.
8. Outline your experience in developing successful advertising recruitment programs to drive growth in insertions.
9. What initiatives would you put in place to increase overall readership and advertising revenue for the magazine?
10. What are the Contractor's billing policies and terms? Will pricing be based on retainer basis, commission, or time and materials?
11. Please submit current references with contact details, especially references pertaining to magazine publishing and work performed for nonprofit organizations.
12. Please provide example of Contractor's recent and relevant work.
13. Please tell us in 100 words or less why you wish to earn the EGA account.