

Request for Proposal: 2011 ACCJ Membership Directory Advertising Sales Representative

Submit completed RFP responses by delivery OR e-mail to:

Garland Yu
Communications Manager
The American Chamber of Commerce in Japan
Masonic 39 MT Building 10F
2-4-5 Azabudai
Minato-ku, Tokyo 106-0041
Phone: (03) 3433-8541
Email address: gyu@accj.or.jp

Questions should be submitted via e-mail to the above address by noon, **May 14, 2010**. On **May 21, 2010**, we will e-mail all respondents the questions with ACCJ answers.

Proposals are due: No later than the close of business on **June 1, 2010**.
Result will be announced: July 1, 2010.

The ACCJ will not reimburse any respondent to this RFP for charges that are incurred in preparation of the proposals or during any stage of the negotiations. All candidates are responsible for their own expenses.

This RFP should not be construed as an agreement to purchase goods or services.

To learn more about the ACCJ, visit <http://www.accj.or.jp>

Objective:

The American Chamber of Commerce in Japan (ACCJ) is seeking a sales representative to sell advertising space in the 2011 edition of its Membership Directory. Approximately 3,500 copies of the Membership Directory will be printed and distributed.

During the course of this project, we expect your services to include the following:

- Sell advertising space in the Membership Directory.
- Ensure that all artwork and materials related to each advertisement is received by the ACCJ and the designated printer of the Membership Directory.
- Obtain approval of proofs from each advertiser.

Production Schedule

The Membership Directory is to be finished and delivered no later than mid-March 2011. Following is a tentative overall schedule.

Jun 01, 2010	Proposals due
Jul 01, 2010	Announce selected sale representative
Jan 15, 2011	Final deadline for ads
Jan 21, 2011	Final proof completed and approval to print confirmed by ACCJ
Mid-March 2011	Delivery to members

Deliverables and other considerations

ACCJ design staff will handle all pagination and help coordinate ad placement with the sales representative. The sales representative will be responsible for ensuring that the data for the ads are sent to the ACCJ and the printer, who will incorporate the data and supply the sales representative with ad proofs.

The sales representative will deal with the advertisers on corrections and proofs. All ads will be proofed once and at least one hard copy provided. Advertiser changes after the first proof stage will be subject to additional costs.

Billing and payment: Invoice(s) will be processed at the end of the month and paid at the end of the following month.

Qualifications and Proposal Deliverables

In answer to this RFP, you are requested to submit the following:

- 1) A written proposal covering your qualifications.
- 2) A list of three client references.
- 3) A list of additional deliverables, if any. Please be detailed in your itemization.
- 4) An itemized estimate for the project.

Please use your membership copy of the ACCJ Membership Directory for reference.

Thank you for your interest in working with the ACCJ on this important annual project.

ACCJ Communications

The American Chamber of Commerce in Japan (ACCJ)

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