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GuestGuide Publications, PO Box 3048
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FOR:
 San Juan County, Utah
 117 S Main St
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Date: 2022-02-01

Contract Number: 2349

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Publication	Issue	Ad Size	Rate Card Price	Total Discount	Barter	Cash Net
Moab GuestGuide	Moab 2022 GuestGuide	Full Page	\$3,080.00	(\$1,080.00)	\$0.00	\$2,000.00

Services

Description	Qty	Unit Price	Total Cash
2022 Design/Shipping of SE UT Community Books Design and Shipping** of three (3) different Community Books	1.00	\$2,895.00	\$2,895.00
2022 Design/Shipping of SE UT Rip Maps Design and Shipping** of three (3) different Rip Maps	1.00	\$1,725.00	\$1,725.00
2022 Re-Print of SE UT Community Books *Printing of 8,667 Community Books for Monticello	1.00	\$4,035.00	\$4,035.00
2022 Re-Print of SE UT Community Books *Printing of 8,667 Community Books for Blanding	1.00	\$4,035.00	\$4,035.00
2022 Re-Print of SE UT Community Books *Printing of 8,667 Community Books for Bluff	1.00	\$4,035.00	\$4,035.00
2022 Re-Print of SE UT Community Rip Maps *Printing of 8,750 Rip maps (350 pads of 25 maps/ea) for Monticello	1.00	\$2,425.00	\$2,425.00
2022 Re-Print of SE UT Community Rip Maps *Printing of 8,750 Rip maps (350 pads of 25 maps/ea) for Blanding	1.00	\$2,425.00	\$2,425.00
2022 Re-Print of SE UT Community Rip Maps *Printing of 8,750 Rip maps (350 pads of 25 maps/ea) for Bluff	1.00	\$2,425.00	\$2,425.00
Service Sales			\$24,000.00

Order Notes:

*Printing costs have increased >=25% since this number was calculated; the actual number of books and/or maps may be adjusted downward based on printing costs. A final bid will be provided closer to the time of printing.

**Shipping rates have increased since this amount was calculated. A final bid will be provided closer to the time of shipping.

This project is being performed as an extension of the San Juan County, Utah office and not a GuestGuide trademarked or credited publication.

Community Guides

GuestGuide Publications will produce community guides for the following towns in San Juan County, Utah:

1. Monticello
2. Blanding
3. Bluff

San Juan County has previously invested in the creation of simple, 2-dimensional, pictograph-type symbols/artwork referred to as “Fell Icons.” GuestGuide Publications and its subcontractors have permission to use these icons throughout these books without having to receive permission from the creator or San Juan County. GGP also has permission to create similar-looking icons for certain sections if none already exist. Liberal use of these icons to tie the book together is encouraged.

Each of the three (3) community books will have a list of tourist-type businesses for that community in the following categories: dining, lodging, shopping, and activities. San Juan County personnel are responsible for the accuracy of the data throughout the books, especially in the charts.

The specifications of the printing of the books are as follows:

- 4.2500 x 6.6250 Trim Size
- 32 + 4 page cover = 36 total pages for each book
- 80# #2 matte cover - for cover
- 80# #3matte text - for inside pages

Each community book will have its own color:

- Monticello - Pantone 131C (tan/orange)
- Blanding - Pantone 3275C (teal-ish)
- Bluff - Pantone 7626C (rusty red)
- See the following Style Guide document for more information and specifications:
 - <https://www.dropbox.com/s/eilpbp4p681fk89/08389%20SJCT%20StyleGuide%20Mar.2018.pdf?dl=0>

Each book will have the same look and layout format:

- Front Cover
 - The covers will be very basic with the color assigned to each community. Then the appropriate “picticons” will be highlighted in some way for that community. The colors picked are from the “Utah’s Canyon Country” logo for their branding.
- Inside Front Cover - Welcome note from the community (Blanding, Bluff, or Monticello)
- Table of Contents page
- 2-page map spread (across the gutter) for the town’s area
 - each town will have a nice, detailed map with a unique, friendly feel. Nothing cartoon-y. They must have the GIS layer and be portionate. They want a fun flare as well.
 - Monticello will have a map used by the city.
 - A simpler version of this map will be used for the 8.5 x 11 RIP map.
- 4 “People profile” spreads

- Left hand page will primarily be questions/answers (these questions have changed a bit in the final document).
 - Occupation and/or accomplishment
 - Transplanted
 - What does your ideal day in "list city"?
 - Local secret spot?
 - "List city" in one word?
 - Best dish in town?
 - Why do you live in "list city"?
- Right hand page will be photos
- Dining section
 - Title page
 - This page will be in the color assigned to the specific town
 - We will have fun and add "Fell Icons."
 - Restaurant chart (including all eateries in the town)
 - Highlighting of local dishes
 - Each town will have four (4) local dishes
- Lodging section
 - Title page
 - This page will be in the color assigned to the specific town
 - We will have fun and add "Fell Icons."
 - Lodging chart (including all appropriate properties in the town)
 - Highlighting of four (4) properties
 - Bluff has (5) properties
- Shopping section
 - Title page
 - This page will be in the color assigned to the specific town
 - We will have fun and add "Fell Icons."
 - List of places to shop in the town (anticipated that this will fit on one page)
 - Highlighting of (4) unique shopping for each town.
- Activities section
 - Title page
 - This page will be in the color assigned to the specific town
 - We will have fun and add "Fell Icons."
 - Activity List - simple name and brief description
 - Highlighting of four (4) unique activities for the immediate area
 - Fun Things in [Blanding|Bluff|Monticello] And Beyond
 - An opportunity to get visitors interested in neighboring towns in the county
 - Visitor Centers page - listing all three Visitor Centers (Blanding, Bluff and Monticello)
 - Featured Events page - three (3) photos of featured events
 - On the left hand page of a spread
 - Bluff has (2) featured events
 - County Calendar (same for all three towns) - Month, Event, and Town
 - On the right hand page of the "Featured Events" spread
- Notes page spread (this has now been replaced with "Social Media Pages")
 - The right hand side will have (9) social media style images with a number on each image.
 - The left hand page will have the corresponding image with a quick title of what the image on the right is. We will add the Social media icons and call signs.

- Back Cover
 - On the back cover will be the “Utah’s Canyon Country” logo (at the bottom) and then the community-specific logo above it.

Rip Maps

GuestGuide Publications will produce “RIP” maps for the following towns in San Juan County, Utah:

1. Monticello
2. Blanding
3. Bluff

The specifications of the printing of the maps are as follows:

- 8.5” x 11” paper
- Color on both sides
- Portrait format on the front, landscape format on the back
 - Bluff’s map is landscape format
- Maps will be 2-sided, glued on the top edge
 - A version of the map will appear in each town’s community guide (with the exception of Monticello’s town map).
 - Each business from the Community Guides will be listed on these maps.
 - The map from San Juan County’s “See & Do” Guide will be on the back

Payment Schedule:

Number	Date	Percent	Amount	Note
1	2022-03-01	100.00%	\$26,000.00	\$3,725.00 has been received as of 02/03/2022

I understand that if my payments are not paid within 10 days of the due dates above, I will be charged and agree to pay a finance charge of 1.5% compounded monthly, and to a \$10.00 re-billing fee after 30 days. _____ (Initials)

There will be a \$20.00 charge on all returned checks. Conditions other than the rates are subject to changes by the publisher without notice. *The advertiser will be charged an interest rate of 1.5% compounded monthly for any balances 10 days past due. A re-billing charge of \$10.00 will be charged on any outstanding balances after 30 days.*

Representative Susie Masterson	Date 2022-02-01	Customer Signature Elaine Gizler	Date
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