



**San Francisco Democratic County Central Committee  
2018 Slate Card  
Proposal by Stearns Consulting**

Stearns Consulting is pleased to submit a proposal to the Democratic County Central Committee for the production of its slate card program for 2018. Recognizing the parameters of this proposal, Stearns Consulting would like to emphasize that we are an Equal Opportunity Employer. Our principal place of business is in San Francisco. Our firm is not registered or certified with the Human Rights Commission as an MBE, WBE or DBE. Our principal place of business is 412 Cortland Avenue San Francisco. We use union labor for all of our production materials.

Our firm is interested in bidding on all 4 parts outlined in the Democratic Party RFP:

1. Design of the slate card
2. Data for the slate card
3. Printing of the slate card
4. Mailing of the slate card

For the purposes of bidding on this RFP, we are using the specifications provided:

- 8.5 x 14 postcard, 1 design
- 4/4 CMYK, 2 sides, full bleed
- 9 pt matte paper
- Quantity = 120,000
- Two drops at post office, PAV and Election Day.

**COSTS**

Our design and production costs are below. We are providing a single unit cost that includes design, data, printing, mailhouse and delivery to the post office. Production costs include sales tax where applicable. It does not include postage.

Item	Format	Quantity	Production Costs included	Unit Cost	Total Cost
Slate Card	8 ½ x 14, card, 4/4 colors, 9 pt matte	120,000	Design Data Printing Mailhouse Sales tax	.13	\$16,010

**ABOUT THE FIRM**

Stearns Consulting is a full service consulting firm with three decades of San Francisco-based campaign management and political advertising experience.

Previous clients and references include: Jerry Brown for Governor, Kamala Harris for District Attorney, Dennis Herrera for City Attorney, Tom Ammiano for CA Assembly, the San Francisco Labor Council, and many others. We have produced the slate card for the San Francisco Democratic Party in many elections dating back to 2002.