Exhibit A

Product Requirements and Specifications

Business Cards:

Maintenance of templates
    2 District templates (one single and one two-sided option)
        Department/building name & address variable data: pull down menus
        comparable solution Spreadsheet will be provided with names and addresses to
        include in system
    104 unique school templates (52 templates with social media option, 52 templates with
no social media)
        Non-variable data: school name and address will be included in each template

Variable information fields to include...
        First Name
        Last Name
        Title (some titles require 3 lines of space - reduction of type size to fit single line
        will not be accepted)

    Contact Information (data appears in proof if information entered, otherwise does not
        appear in proof)
        Office
        Cell
        Fax
        Email

    Social Media - User can select 1-2 Social media through pull down menu of the 4
options, system will automatically insert the appropriate icon based on selection
        Facebook
        Twitter
        Instagram
        YouTube

Print Specifications:

    Single-Sided Cards
    Paper: 80# Classic Crest Recycled Bright White Cover
    Size: 3.5" x 2"
    Bleeds: Top, Left, Right
    Color: Digital Print (4/0)

    Double-Sided Cards
    Paper: 100# Classic Crest Recycled Bright White Cover
    Size: 3.5" x 2"
    Bleeds: Top, Left, Right
    Color: Digital Print (4/4)

Stationary Materials:

All products in this category are to be ordered through the Supplier's online portal and pre-printed with the District logo and design as provided in Exhibit B.

Note Cards/Postcards Print Specifications:

Notecards	**Postcards**	**Envelopes**
Ink: Digital Print (4/0)	Ink: Digital Print (4/0)	Ink: Black or Single Pantone
Paper: 80# Cover	Paper: 80# Cover	Paper: Plain Bond
Size: 5.5" x 8.5"	Size: 5.5" x 4.25"/ 4.5" x 6.25"	Size: A2, A6, A7
Score/Trim to size	Trim to size	

District Letterhead Print Specifications
Paper: 24# Classic Crest Text
Size: 8.5" x 11"
Bleeds: none
Ink: Pantone xxxx

School Letterhead Print Specifications
Paper: 24# Classic Crest Text
Size: 8.5" x 11"
Bleeds: none
Ink: Black or 1-3 spot Pantone colors depending on school

Regular Envelopes
#10 Plain Bond
#10 Security
#10 Window Security (Finance/Payroll)

Standard Specifications
Ink: Black or 1-2 Pantone color (primarily single color)

Presentation Pocket Folders Print Specifications
9" x 12" presentation pocket folders
2-4" pockets
Business card slit right pocket
4-color process (4/0)
Aqueous coating - dull
100# Discovery Cover (or similar), dull finish
Score, glue and fold
Boxed (not to exceed 25lbs/box)

The following products shall have design and content provided by the District Communications Department as provided in Exhibit C and Exhibit D.

Code of Conduct Booklets: English, Spanish and Arabic versions
Paper: white 20# bond
Size: 8.5" x 11" final size (11" x 17" print size)
Bleeds: none
Ink: Black
Bindery: fold, saddle stitch, leading edge trim
Sort and bundle booklets by school (quantities and cover sheets provided PSD)

Quantities for reference (2019 numbers for reference)
English: 2,000
Spanish: 900
Arabic: 100

Tri-Fold Brochures:
Paper: 100# dull text
Size: 3.33" x 8.5" (8.5 x 11" print size)
Bleeds: provide price options for no bleed and full bleed
Ink: digital
Bindery: score and brochure fold to size

Quantities: 100, 250, 500, 750, 1000, 1500