

## Request for Tender: Equal Treatment Magazine

The Treatment Action Campaign (TAC) is a national organisation that campaigns for the treatment of people infected and affected by HIV/AIDS. TAC has recently received funding for continued publication of *Equal Treatment*, a high-quality magazine dedicated to covering health and HIV matters. TAC is therefore inviting proposals from layout/graphic design companies interested in producing the magazine as well as the coordination of printing. The magazine is produced five times a year and has received funding to support the publication for five years. Ideally, TAC is looking for a company to work with us for the duration of this publication, although payments will be received on a per-issue basis and TAC reserves the right to terminate contracts at any time.

A previous issue of the magazine can be found at:

<http://www.tac.org.za/documents/et22.pdf>

### How the production of an issue of *Equal Treatment* works

- TAC's Policy, Communications and Research Department provides text, photos and a page plan for the issue.
- An approximately three hour meeting is held with the layout company to resolve technical issues.
- The layout company produces the first draft.
- The draft is carefully reviewed by TAC's Policy, Communications and Research Department. This takes 24 to 48 hours. Extensive changes to text and layout can still be made at this stage.
- The layout company produces the second draft.
- A final proofread is conducted by TAC's Policy, Communications and Research Department.
- For about four hours, a member of TAC's Policy, Communications and Research sits with a member of the design company and makes corrections directly online to what will be the next-to-final copy.
- The next-to-final copy is printed out.
- It is reviewed for errors. These are corrected. This takes one hour.
- The layout team liaises with the printers and ensures the magazine is properly printed to high quality standards.

Design companies are invited to apply for this tender.

Proposals must include:

- A very brief cover letter explaining why your company would be an appropriate choice to do the design and layout of *Equal Treatment*.
- A quotation for the layout of *Equal Treatment*, a full colour, 40-page magazine.
- A time estimate from text to finished and packaged product. Layout and design as well as coordinating with printers must be factored into the estimated time.
- Portfolio of previous experience. Companies with previous experience in magazine publishing and the publication of material related to HIV/AIDS will have an advantage.

While cost is a factor, we are primarily concerned with quality and a company that can work pleasantly and easily with the above described production process. Two companies will be chosen, one of which will be the preferred one. The second company will be on standby in case the preferred company is unable for some reason to layout an issue.

Deadline for applications is 30 November 2007.

For further inquiries contact Julian Sturgeon on 021 788 3507 or 078 456 3843 or email [et@tac.org.za](mailto:et@tac.org.za).