



MEMORANDUM

TO: Community Relations Committee

FROM: Avis Meade, Communications Coordinator

DATE: March 8, 2018

SUBJECT: Pride Newsletter Printing Options to Consider

Overview

The Village of Lombard is considering alternative options to the current printing process of the Pride Newsletter. The newsletter shares important information to residents, however due to the increase of a variety of different media outlets including the Village's website, weekly e-news, and social media resources, the Community Relations Committee is being asked to review potential printing alternatives.

Village of Lombard Pride Newsletter

The newsletter is printed the below quarterly/seasonal schedule:

- Spring: March, April, May;
- Summer: June, July, August;
- Fall: September, October, November;
- Winter: December, January, and February.

The Village currently produces a 12 page, full colored newsletter that is delivered via USPS to all homes in Lombard. In Lombard's 2017 National Citizen's Survey, residents were asked to rate their #1 communication source for obtaining information about the Village of Lombard, its activities, events and services. Results showed that the top source of Village information was the Village Pride newsletter; about 9 in 10 respondents stated the newsletter was at least a minor source of information for them and about 3 in 10 indicated it was their #1 source.

Pride Newsletter Cost

Due to recent postage increases, the current cost for printing the newsletter is \$3,292 per issue and the cost for postage varies, with the most recent cost of postage for the Spring Edition totaling \$3,366 for a total cost of \$6,658.55, with an estimated cost of \$26,632 per year.

Other Communities

Village staff contacted DuPage County and area communities to gather information their protocol for a printed newsletter

- Monthly (2) – Warrenville; Naperville (with water bill)
- Bi-Monthly (7) – Bloomingdale; Glendale Heights; Hanover Park; Oak Brook Terrace; Wood Dale; Clarendon Hills; Winfield
- Quarterly (12) – Bensenville; Downers Grove; Elmhurst; Glen Ellyn; Lisle; Oak Brook; Roselle; Schaumburg; Villa Park; West Chicago; Woodridge; Itasca

- Triannual (1) -- Willowbrook (with Parks and Rec)
- Semiannually (1) – Lemont
- Suspended printed newsletter (3)
 - Addison
 - Wheaton: Monthly digital newsletter. 60 printed copies sent due to request.
 - Carol Stream: Reconsidering renewing printed version.
- Other (1): Westmont prints 10 pages in private Neighbors Magazine Publication.

Additional Information Requested by Committee for Lombard’s Pride Newsletter

The Committee reviewed printing options at their February 12, 2018 meeting including number of pages and frequency of printing and requested additional information pertaining to color or paper weight options.

- Change to Black and White Instead of Color
 - Reducing printing to black and white will save \$1,024 annually.
- Reduce Weight of Paper
 - The next weight down is a 50 lb. paper that is not gloss.
 - Feels similar to standard paper.
 - The savings in this switch is minimal.
 - Due to the minimal savings and significant decrease in quality, this option is not recommended by staff.

Options to Consider (Please see attached chart below)

- Option 1: Maintain Status Quo
 - 12 full color pages, printed and mailed quarterly
 - Currently costs \$3,292 to print and \$3,366 per issue to print and mail for a total of \$6,658 per issue, or \$26,632 per year.
- Option 2: Reduce Frequency of Printing of 12 page newsletter (currently quarterly)
 - Bi-Annual option would save \$13,316 per year.
 - Tri-Annually option would save \$6,658 per year.
- Option 3: Reduce Page Length to 8 Pages
 - This option would cost \$20,658 per year and would save \$5,974.
- Option 4: Print 12 Page Newsletter Quarterly: Black and White – No Color
 - This option would cost \$12,144 per year and would save \$14,490.
 - Additional savings are possible with a reduction of 12 to 8 pages.

	Pages	Color	Issues per year	Cost per issue	Postage per issue	Total per issue	Annual Total	Annual Saving
Current	12	color	4	\$3,292.00	\$3,366.00	\$6,658.00	\$26,632.00	\$0.00
Reduce Frequency								
Bi-Annual	12	color	2	\$3,292.00	\$3,366.00	\$6,658.00	\$13,316.00	\$13,316.00
Tri-Annual	12	color	3	\$3,292.00	\$3,366.00	\$6,658.00	\$19,974.00	\$6,658.00
Reduce Page Length								
8 pages	8	color	4	\$2,640.00	\$3,366.00	\$6,006.00	\$24,024.00	\$2,608.00
Reduce page & frequency								
8 pages Bi-Annual	8	color	2	\$2,640.00	\$3,366.00	\$6,006.00	\$12,012.00	\$14,620.00
8 pages Tri-Annual	8	color	3	\$2,640.00	\$3,366.00	\$6,006.00	\$18,018.00	\$8,614.00
Black and White								
12	12	b & w	4	\$3,036.00	\$3,366.00	\$6,402.00	\$24,608.00	\$1,024.00
b & w	12	b & w	2	\$3,036.00	\$3,366.00	\$6,402.00	\$12,804.00	\$13,828.00