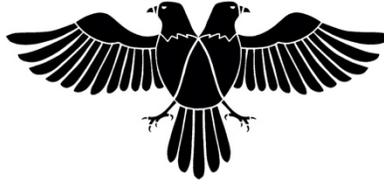


Alaska Historical Society



P.O. Box 100299
Anchorage, Alaska 99510-0299
907.276.1596/alaskahistoricalsociety.org

Request for Proposals *Alaska History* Journal Redesign Contractor

The Alaska Historical Society is a non-profit, educational organization dedicated to encouraging creative inquiry into our past, facilitating and advocating for the sharing of information, ideas and resources related to Alaska history, and promoting the value of history in contemporary life. We believe the history of Alaska is the history of many groups and peoples who have shaped this place, including Native peoples as the first Alaskans, and those from every continent and population group. Governed by a 15-member board of directors, the AHS provides numerous opportunities to achieve these goals, including publication of a semi-annual scholarly journal *Alaska History*.

The journal currently is a 6"x9" perfect-bound book of about 100 pages, with 550 copies printed and circulated twice a year. It has a glossy cover with a black and white historic photograph featured on the front. The contents include text, black and white illustrations and at least one map. The editor has been doing the layout using InDesign software.

Our goals with this redesign are:

1. Update the journal's look for a more contemporary style
2. Create a template for the layout and a consistent look
3. Build brand awareness for the AHS and the journal

Scope of Service

The AHS is seeking to hire a graphic designer to redesign the journal. The redesign will include addressing:

- The font
- The standard map of Alaska used in every issue
- Technical specifications for high-quality illustrations
- Design of text pages (headers, formatting)
- Use of color photos (at least on the cover) and what this would cost
- The size of the journal (up to 8½"x11") in the interest of readability
- Software
- Cover and paper stock and binding recommendations

The final product will be a digital template for the journal with specifications and recommendations.

The AHS hopes to have the new template by summer 2023. The contractor should expect to meet via Zoom several times with a small committee of Society members. The first meeting is to discuss priorities and suggest ideas, followed by two or three meetings to review drafts.

Proposal Content

Proposers submitting a response to the RFP are to provide:

- Business background/resume
- Several samples of work
- 2-3 references
- Budget/costs (hourly or flat fee)

Responses to this RFP are due **January 31, 2023**, and should be sent to:
members@alaskahistoricalsociety.org

Images of the journal covers can be found on the Alaska Historical Society website, www.alaskahistoricalsociety.org and a copy of an issue of the journal can be provided if interested in submitting a bid.

Questions regarding this RFP should be directed to journal editor Ross Coen at rosscoen@gmail.com or phone 907.251.1634.