

## INTRODUCTION

The National Association of Professional Pet Sitters (NAPPS) is a national non-profit trade association that provides value, credibility, networking and education to help foster the success of its members and is dedicated to promoting the welfare of animals.

The Association aims to help the pet parent public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, “The most respected authority in professional pet sitting.”



The association publishes a quarterly magazine, *The Professional Pet Sitter* to fulfill its mission to provide tools and support to foster the success of member’s businesses. The 28-page magazine offers information on enhancing members’ businesses, broadening their knowledge about professional pet sitting and communicating association news and events.

The association is currently seeking an executive editor for the magazine.

## SCOPE OF SERVICE

The magazine editor selected to provide editorial services for the magazine will work under the direction of the NAPPS Editorial Team, in conjunction with the NAPPS Administrative Director and graphic designer to develop content for the 8 ½” X 11”, 28-page black and white magazine with color cover according to the magazine production schedule. The provider of services will participate on conference calls on an as needed basis. The services required are as follows.

- a. Develop a Editor’s Imposition (form provided) for each issue of the *Professional Pet Sitter* magazine based on editorial meetings with the NAPPS Editorial Team.
- b. Suggest/develop article topics and/or features as necessary or as instructed.
- c. Procure, coordinate, edit or write as necessary all feature articles and regular content for each issue.
- d. Procure necessary images/photos for feature articles or other content for each issue by utilizing the no cost websites or other recommended sources.
- e. Conduct research and/or interviews as needed to develop/write feature or other types of articles as required.
- f. All content, including advertisements, will be provided to the NAPPS designee for review prior to finalizing copy.
- g. Provide oversight of design and layout of the magazine.
- h. Complete correction cycles.
- i. Provide drafts of magazine to the NAPPS designees for review. NAPPS shall have ultimate decision-making authority over content of the magazine.

## MAGAZINE CONTENT

(Each Issue)

- Cover (COLOR, Full-page photo of Member Spotlight subject, overlay)
- Inside Cover (Full-page ad, provided)
- Contents Page
- President's Message/Board of Directors/Masthead (copy provided)
- Media Mewsings (copy and art provided)
- Industry News Briefs (copy provided)
- Feel Good Story (copy may be provided or gain permissions from resources)
- Alternative Medicine (copy provided or gain permissions from resources)
- Conventional Medicine (copy provided or gain permissions from resources)
- Tips of the Trade (copy provided or gain permissions from resources or write)
- Emergency Planning (copy provided)
- Business (copy can be provided)
- Business (copy can be provided)
- Member Spotlight (2 pages)
- Feature Articles (4 pages)
- About NAPPS (copy provided)
- NAPPS In The News (copy and screenshots provided)
- NAPPS Chat (copy provided)
- Committee Spotlight (copy provided)
- Member Benefit (copy provided)
- Board of Directors Spotlight
- Partner Page
- Back (Mailer/ad, provided)

## PRODUCTION SCHEDULE

<u>Issue</u>	<u>Copy Deadline</u>	<u>Publishing Date</u>
Spring	January 13, 2012	February 17, 2012
Summer	April 2, 2012	May 18, 2012
Fall	July 2, 2012	August 17, 2012
Winter	October 1, 2012	November 16, 2012

## PROPOSAL RESPONSE

NAPPS requests a response to this request for proposal by **February 10, 2012**. Please reply **electronically** with a summary of services you propose to meet our needs.

Additional information required includes:

- Editor resume
- A brief list of similar referenced clients
- Samples of similar project work.