



REQUEST FOR PROPOSAL

MSI Reproductive Choices is seeking a professional and creative printer to provide services for upcoming campaigns and ongoing brand needs. The selected printer will be added to our preferred supplier list for a 2-year fixed term with opportunities for recurring work across teams.

PRINT SERVICES

Issued by: Megan Saxton, Brand & Marketing Advisor

Issue date: 25/11/2025

Response deadline: 08/12/2025

Email responses to: megan.saxton@msichoice.org

Proposal overview:

This RFP asks you to outline your approach to a hypothetical brief: the print production of a 100pp Annual Report print publication.

The report is a high-profile piece, circulated amongst the most senior stakeholders and influential donors and partners, so it must strike a balance between a professional finish and being cost efficient.

The specification:

- A4 portrait, 100pp including covers
- Perfect bound spine
- Full colour design including full bleed photography
- Cover requires a medium thickness silk card
- Inside pages require a medium thickness silk paper
- Where possible, the team would like to consider recycled paper stock, but only if the cost is not prohibitively expensive

Logistical considerations:

- 100x boxed and delivered to 1x central London address
- Final artwork provided for print on 12/12/2025
Final delivery needed in time for an external launch by 22/12/2025

Response requirements:

Project planning

Please outline your approach to each of the below:

- Agreement of paper stock, printing method and document specification
- Review and approval of digital and/or printed proofs
- Any additional services you offer which may be beneficial, such as basic artworking to make minor amends and/or version master artwork. Although this is not essential
- Cost proposal and timing plan

Rate card

Please also present a proposed standardised rate card for ongoing work and a demonstration of how this is likely to translate to typical projects:

- Single sided A2 printed posters x10
- Double sided A5 postcards x 250
- Double sided business cards x 100

Relevant work and case studies

Please supply one or more case studies where you have worked with NGOs to produce similar work.

Supplier due diligence checklist

To accompany your proposal, please also complete and return our supplier due diligence checklist, which is available on request from the email address listed above.