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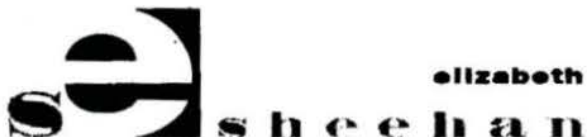
Subseries 5: Communication, Publications, and Research Papers, 1991–2003.

Box
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Policy Brief: Background and Professional Training of Teachers in
Jewish Schools. Budget and printing, 1994-1995.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.



September 12, 1994

CUE
15 East 26th Street
New York, New York 10010
Att: Nessa Rappaport

Tentative Schedule for production of "A Policy Brief"

- | | | |
|---|--|-----------------|
| 1 | First draft of copy to designer | September 19—26 |
| 2 | Layouts to CUE | October 3 |
| 3 | CUE meeting | October 5 |
| 4 | Revised copy to designer | October 12 |
| 5 | Revised layout with changes to CUE
for proofreading | October 19 |
| 6 | Disk or mechanicals delivered
to printer | October 24 |
| 7 | Printed pieces completed | November 7 |

This is, of course, a schedule which can be adjusted somewhat.
It would be best to try and allow 10 business days for printing
and folding if we can.


Elizabeth A. Sheehan

d e s i g n s

27 W 24th Street NY, NY 10010
212/627-4400 TT Fax: 255-3600



**Estimate of design costs for production of
"A Policy Brief" brochure.**

Design of a 4-page, 2 color brochure
including typesetting on computer
from text supplied on disk.

\$1,000

6-page, 2-color brochure

\$1,300

If the job is completed through to mechanical, there will be an
additional cost of \$32 for repro for the 4-page brochure or \$48
for the 6-page brochure. If the job is completed to disk, there
will be no additional cost for repro.

Any messenger costs will be additional

**Estimate of printing costs for production of 2-color,
4-page brochure printed on 70-80lb text.**

5,000

10,000

\$1,856.00

\$2,234.00

6-page, 2-color brochure printed on same stock.

5,000

10,000

\$2,633.00

\$3,384.00

Please remember that these prices are estimates. I will be able to
obtain more exact prices when I have a rough mock-up of job.

d e s i g n s

27 W 24th Street NY, NY 10010
212/627-4490 ☎ Fax: 255-3699

Sept. 16, 1994

Robin: Please ask Production for an estimate on the following: (We would supply the text on a disc.) Also, ask them if they have samples of work they have designed themselves--especially brochures.

Printing a 2-color, 4-page brochure on 70-80 lb text.

Printing a 2-color, 6-page brochure on 70-80 lb text.

In both cases, the pages are 8 1/2 by 11.

Thanks.



TO: NESSA
FROM: ROBIN
RE: IN-HOUSE BROCHURE PRINTING
DATE: SEPTEMBER 23, 1994

I spoke to Franklin in the production department. He told me that the price of printing the brochures would be \$.05 per page. It does not matter how many colors we request or if he prints single sided or double sided. This quote is for 70 lb. paper. We can give him a disk and the art director, Cameron, can format it and produce a camera ready document.. He would need one day, with advance notice, to produce a large quantity. He assures me that printing the brochures here would be 1/3 the cost of printing them somewhere else. Here are some samples he sent up.



Monday Oct. 10, 1994

Estimate of design costs for production of a policy brief:

Designer:

4-page, 2-color: \$1000
6-page, 2-color: \$1300
8-page, 2-color: \$1800

Printer:

4-page, 2-color, 70-80 lb. text:

5,000 copies: \$1856 (JCCA: \$1000)
10,000 copies: \$2234 (JCCA: \$2000)

6-page, 2-color, 70-80 lb. text:

5,000 copies: \$2633 (JCCA: \$1500)
10,000 copies: \$3384 (JCCA: \$3000)

8-page, 2-color, 70-80 lb. text:

5,000 copies: \$3000 (JCCA: \$2000)
10,000 copies: \$3500 (JCCA: \$4000)

Messenger services: \$100

Upgrading new transparencies: JCCA does not do it. The designer doesn't do it herself but knows someone who can do it. She'll talk about it with me tomorrow.

Shipping to Denver:

Packing the kits:

Miscellaneous: \$100

Schedule:

On 10/11/94, I'll give the designer a not-yet-final draft of the brief for layout. By 11/7/94, the finished piece will need to be ready to pack in the kits; I'm assuming that will mean shipped to Denver. The printer will take about a week. We are therefore on a rush schedule, which may mean overtime for the printer. He's not a union shop, so whether or not we pay overtime will depend on his manpower, presses, etc. He cannot estimate the cost without seeing the document and knowing how much work is entailed.

FROM: Bill Robinson, 74104,3335
TO: Nessa Rapoport, 74671,3370
DATE: 11/4/94 3:07 PM

Re: Policy Brief

Nessa,

NICE JOB! The Policy Brief "looks" stunning!

I'll do my best to have the overheads look (almost) as good!

Bill



Nov. 14, 1994

Policy Brief: Expenses

What follows are the actual expenses for the policy brief and estimated expenses for the transparencies for Adam Gamoran's presentation on Thursday. Note that our original estimates were for an 8-page policy brief, on a regular schedule. In actuality, we produced a 10-page policy brief, with both design and production on a rush schedule.

POLICY BRIEF:

Designer: \$1800 (original estimate for 8 pages); + \$200 (for additional 2 pages + reflow of new copy).

Printer: Printing: \$5486. (Estimate of \$3500 was for 8 pages. Printer had estimated \$4000 for 10 pages, before seeing the actual job and before the rush schedule.)

Additional costs: Making new film on rush schedule to include our final changes: \$300. of corrections

Shipping: Fedex 4000 copies overnight to Denver: \$515.12.

INVITATION:

Designer: \$75.

Printer: @4500, rush: \$374.

Clipping invitation to brief: @4500, rush: \$360.

TRANSPARENCIES:

Designer: @13 transparencies: \$450.

Production: @14 transparencies (1 for color sample): Est. \$250.

Shipping: Overnight to Denver: Est. \$35-40.

2) - Making film; rush schedule - \$480.
(original estimate with 1 morning)
4) - Paper stock: \$390 (bec. we don't get paper we chose; didn't have time to work)
3) - Retyping by hand: \$315.
Full proof

per person
\$20/hr @ 16 hours (within 1 day)
clip - 940 for 4500.

Nov. 14, 1994

Policy Brief: Expenses

What follows are the actual expenses for the policy brief. Note that our original estimates were for an 8-page policy brief, on a regular schedule. In actuality, we produced a 10-page policy brief, with every aspect of design and production on a rush schedule.

Designer:

Brief: For 10 pages, ~~rush~~

(Cost above estimate of \$1800 for 8-page brief include: \$200 for designing additional two pages.)

Invitation: \$75.

Transparencies: For Adam Gamoran's presentation: \$450.

Est

Production: \$250. (CHK)

Fedex transparencies to Nessa Rapoport in Denver: (ESTIMATE) \$35-\$40.

Printer:

Brief: Printing: \$5486.

(Note: Estimate of \$3500 was for 8 pages. Printer had estimated \$4000 for 10 pages, before seeing the job and the rush schedule. Additional cost includes new film for final changes, ETC.)

Fedex overnight to Denver: \$515.12.

Invitation: Printing 4500: \$374.

Paper clipping to brief, rush: \$360.

\$20/hr.

making w/in hour

(Wed)

Dear Allan:

As y kn, we have had to ^{prod} ~~designer~~ +
p or of a rush schedule.
In addit to costs we due

8-page \$1800
+ other 2 pages - \$200.
+ copy

(875) ~~insertion~~ ~~page~~

Here are additional costs when you 2nd decided to

- invitation
- mailing to GA -
- overheads
- \$450 (break it down)

~~8~~ ~~1800~~
1-225
225
8 1800
1680
1200

(Monday)

brochure - changes + rush \$5486.

film corrections \$1486.

more paper \$2500. + \$4000

invite - 4500 to print - \$374 + rush charges in

shipping - \$360. - break it down (hint, hestigan)

fedex - to denver - \$515.12

overheads - \$451. (design)

fedex charge - approx \$40.

FROM: Alan D. Hoffmann, 73321,1220
TO: CIJE New York, 74043,423
CC: Alan Hoffmann, 73321,1220
Virginia Levi, 73321,1223
DATE: 11/11/94 5:19 AM

Re: Policy Brief Cost

Robin,

Please note the attached message from Ginny and show it to Nessa first thing on Friday so that Nessa you and I can work on it before I leave for Denver. Nessa has all the estimates from all the people we have given this out to.

alan

p.s. Does nessa have an e-mail address? I don't seem to have it.

----- Forwarded Message -----

From: Virginia Levi, 73321,1223
TO: Ginny, 73321,1223
Alan, 73321,1220
CC: Robin Mencher, 74043,423
DATE: 11/10/94 2:51 PM

RE: Policy Brief Cost

Alan,

Sometime in the near future, we are going to get bills for the design and printing of the policy brief and, to my knowledge, none of this has been approved in advance. I've discussed this with Richard and Selden and we suggest that you do a memo to Mort now, with a copy to me so I have it for the record, reminding him that this has been undertaken, that it was done on a rush schedule, and what you anticipate the total cost will be. Otherwise, when the bills do come in, we are going to go through unnecessary delays in getting them paid while we get approval after the fact.

In addition, if you are aware of any other unexpected expenses that might come up between now and the end of the year, please do a preapproval form or let me know what they are so I can work with you to prepare one.

The memo on the policy brief is urgent and should be done before the GA. Again, if you don't have time to do it, please give Robin the data and a basic framework for a memo and she and I can prepare it.

Thanks.

Ginny

cc: RAS, SWC

Jan. 25, 1995

Dear Sheila:

Attached is the bill for the production of the overheads used in Adam's GA presentation. (They have also been used at the Mandel Institute board meeting and will be used by Barry and Gail in forthcoming conferences.)

You will notice that on the estimate of costs for the policy brief, this cost is priced at \$250. That was indeed the initial estimate, but we discovered that a different process was necessary--and cost less. This note is to explain the disparity (in the right direction!) between the estimate and this bill.

Thanks.





212-627-4490

Elizabeth Sheehan

Graphic Design

27 West 24th Street

New York, NY 10010

Fax: 212-255-3699

02/06/1995 16:36 212-255-3699

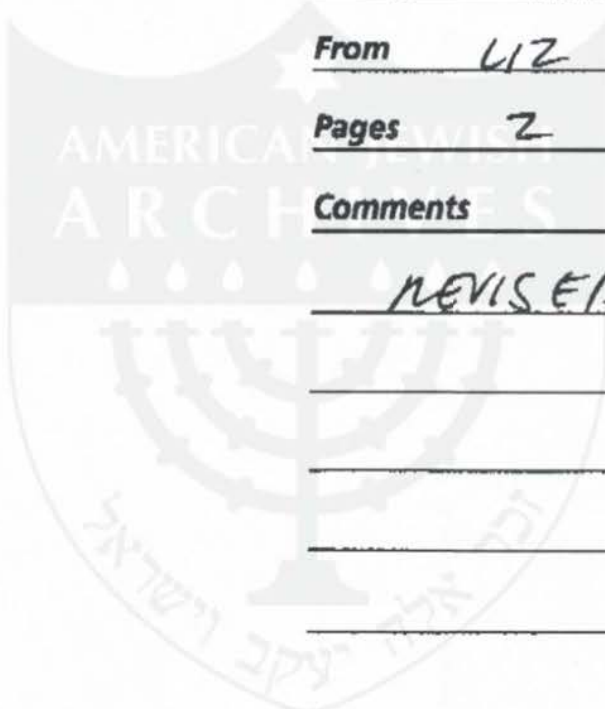
To NESSA RAPORON

From LIZ SHEEHAN

Pages 2

Comments

REVISED SCHEDULE



February 6, 1995

**Tentative Schedule for Producing 2-color Policy Brief
(8-10 page brochure) or similar size document**

1. Editorial: 2-3 weeks from day of receipt of copy until initial editorial sign-off by authors and consultants. *+ CUE staff creates 'Plan for Action' / implementation*
2. Initial copy to designer (this should be close to final copy).
3. 7 working days will be needed to design & produce a comp or rough of layout.
4. 5 working days for comp to be reviewed and approved (depending on how many people have to review rough)
5. Comp returned to designer with corrected or changed copy.
6. If the design needs to be altered to fit copy or for any other reason, this will require another 7 days to redo comp.
7. Design is approved and final copy changes are made — 5 days
8. The designer will print laser proofs for final proofreading and deliver to client — 2-3 days
9. 24 hours for editorial review of comp.
10. After final proofreading corrections have been made, the designer will deliver a disk and laser printouts to the printer along with comp for a guide.
11. Ideal production time should be 5 working days to produce a blue print and color keys to be viewed by both client and designer, after which printing and folding will proceed taking an additional 5 days.
12. 2-5 days for packaging and delivery, depending on locations.

In brief, total time needed to produce a piece of this scope should be about 8 weeks from the date of editorial sign-off to final printed piece. A job this size can be produced in less time, however this creates higher rush charges and increases the chances for error.


Elizabeth A. Sheehan

d e s i g n s

27 W 24th Street NY, NY 10010
212/627-4490 ☎ Fax: 255-3699

For Alan from Nessa

Sept. 21, 1995

*Do we need
more than one
column?*

Estimate for reprinting the first CJE Policy Brief:

Printer: Image Systems, NY (they printed the brief and have the film)

The cost of paper has gone up 40% nationally since we did the brief.

Therefore:

5000 copies: \$3620

10,000 copies: \$5413

This also incorporates my request to use a paper that is of similar quality but that is more economical.



*Nessa - so ahead
ADH 10/18/95*

INVOICE

Date: • 11/16/95
Client: • CIJE
15 East 26th Street
New York, NY
Attn: Nessa Rapoport, 10th Floor

136 WEST
21ST STREET
NEW YORK
NY 10011
(212) 727 2600
FAX 645 8734

Invoice No.: • 9120
Our Job No.: • 13019
Client Order No.: •

Description: • 11M CIJE Policy Brief Brochures
printed 2/2 black and PMS #208 on
80# Matte text (Sommerset)
10 pg's As Quoted for 10M
saddle stitched - 8 1/2 X 11 trim \$5,413.00
1M overs \$ 354.00
7440-CJE-10 5,767.00

Delivered To: • Above
Sub Total: • \$5,767.00
Sales Tax: • Exempt
Delivery Via: • Our Truck
Total: • \$5,767.00

Terms: Net 10 Days E.O.M.

Monday November 27

Please call Dennis, who is the shipping foreman for Image Systems, printer of the policy brief. Tell him that Nessa Rapoport spoke to Mark Dexter, about the following: You are calling to coordinate pickup today of three cartons of a printing job that Image Systems did. Please send a truck--and give him the details.

Phone: 727-2600

Thanks

Nessa



2/

12/7 mrk dextor

§562 more than quote of §5413 (§5767)

② used: somerset #3

① used: evergr mottle bk white

preferred: frostbite #1



w/mark dexter

12/5

2 Couple of problems going on there

- that stack scuffs easily when wrongly packed
- too many in a carton; carton packs wrong
- covers turned up. less than 100. saw it in 2 places.
- job mishandled in bindery; post-bindery

Sumner's mott #3. never scuffed in us before
nature of final job.

hadn't anticipated it.

very unusual. In the past, first brighter text #4 mott sheet.

- one reason it's more expensive
- we didn't anticipate and we shd have.
- it's ok & fine; a lot not good.

bill be in my court. Upset; it's reasonable that you're not satisfied.

- ed sort them by hand.

\$354
1000 over
not charge
piece off \$500

rerun; rebind + diff at cost in paper.

manually 1k thrs. each one

Mark Dexter, of Image Systems, will send me samples of the two better papers, and for the cost of the original estimate--\$5413 for 10,000 copies--plus the additional \$562 for better paper will redo the job. To do it in 1995 is no problem. His question to us is: Can we accept a bill dated Jan. 1996 for a 1995 job, because that makes his accounting better. I didn't know whether you needed not only the job done in 1995 but the job BILLED in 1995, so please let me know. (I want to do what I can to make this guy's life easy, because he has been a total mensch about taking responsibility for the unanticipated problems of this print job and making it right at his own expense.)

(I am CCing Josie but can't enter her into the system yet!)

Mark also explained the additional charge we received for the 1000 overrun: Printers are legally entitled to charge for overruns of up to 10%--and must also legally deduct from the client's bill the cost of an underrun--because it is not possible to print precisely the number requested (because of having to pull sheets for quality, mistakes, etc.) In the future, I will include this possibility in our initial estimates.

✓
D.H.
Nessa



no 888
Much better

billed in
1995 but
talk to
Shirley -
f. mapoury
won't
in 1995
an still
bill to
1995 budget

no
understand
children's
Came with
Bills
TO
1996

FROM: Alan, 73321,1220
TO: S. Allenick, 75457,3560
CC: Josie aMowlem, 102467,616
Nessa Rapoport, 74671,3370
DATE: 12/11/95 12:47 PM

Re: Reprint of pol. brief

Sheila,

Can you please respond to Nessa, while putting Josie into the picture.

Thanks,

alan

----- Forwarded Message -----

From: Nessa Rapoport, 74671,3370
TO: Sheila Allenick, 75457,3560
CC: Alan, 73321,1220
DATE: 12/7/95 4:01 PM

RE: Reprint of pol. brief

Mark Dexter, of Image Systems, will send me samples of the two better papers, and for the cost of the original estimate--\$5413 for 10,000 copies--plus the additional \$562 for better paper will redo the job. To do it in 1995 is no problem. His question to us is: Can we accept a bill dated Jan. 1996 for a 1995 job, because that makes his accounting better. I didn't know whether you needed not only the job done in 1995 but the job BILLED in 1995, so please let me know. (I want to do what I can to make this guy's life easy, because he has been a total mensch about taking responsibility for the unanticipated problems of this print job and making it right at his own expense.)

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Nessa