



REQUEST FOR QUOTE

2027 – 2028 Kalispell Visitor Guide – Graphic Design Services

Discover Kalispell is seeking a graphic designer or design firm to provide creative design and production services for our 2027 Kalispell Visitor Guide.

PROJECT SPECIFICATIONS

- **Finished Size:** 6.75" x 10" ([same as current guide](#))
- **Length:** 72 interior pages + 4-page cover / 76 total pages
- **Paper:** 65# cover / 60# text (same as current guide)
- Advertising-to-editorial ratio is anticipated to remain generally consistent with the current guide.

Discover Kalispell will provide: Copy, photography, brand assets and overall project direction.

Daily Inter Lake will provide: Final advertising files and printing.

Not included: Tear-out map design will be quoted separately.

DESIGN SCOPE

The selected designer will provide creative direction, layout and graphic design for the complete Visitor Guide, including integration of editorial content, photography and advertising; revisions; and final production-ready files.

We are looking for a guide that feels fresh, inspiring, highly visual and distinctly Kalispell, with strong storytelling, thoughtful design and an easy-to-navigate visitor experience.

ANTICIPATED TIMELINE

- **Week of January 11:** Design kickoff and review of creative direction/layout treatments
- **February 8:** Tentative ad list from Daily Inter Lake + preliminary page layout from Discover Kalispell



- **February 22:** Copy/photos from Discover Kalispell + final ad files from Daily Inter Lake
- **February 24:** Map and cover files to printer
- **March 1:** Interior page files to printer
- **March 15:** Guides delivered

As pages are completed, Discover Kalispell will provide files through Dropbox in designated page folders.

PLEASE PROVIDE

1. Three examples of your most recent/relevant work or portfolio, preferably including multi-page publications, tourism, travel, editorial or lifestyle projects.
2. Brief overview of your experience with multi-page publications.
3. Brief description of your project management/communication approach.
4. Confirmation of availability to meet the proposed timeline.
5. Project quote, including what is included, number of revision rounds and any additional anticipated costs.

EVALUATION CRITERIA

Proposals will be evaluated based on:

1. Creative Quality & Portfolio Fit
2. Experience with Multi-Page Publications
3. Project Management & Communication
4. Strategic Understanding of Discover Kalispell & Tourism
5. Cost & Value
6. Capacity & Timeline Feasibility



Proposal Deadline: October 26, 2026

Proposals, including portfolio examples and project quotes, are due by 5:00 p.m. MT on October 26, 2026. Discover Kalispell anticipates selecting a designer by November 4, 2026.

Submission/Questions:

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