

July 11, 2010

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor for implementation of market development activity

Activity: Consultant or company to implement Japan media and advertorial.

CFAB seeks proposals from qualified contractors to provide technical assistance with the development and placement of a series of advertorials in Japanese food trade media. (Food business, food processing, health and nutrition)

- Develop strategy for specific advertorials with CFAB marketing staff.
- Development of advertorial copy and design for each industry segment, delivered and approved by CFAB marketing staff.
- Translation of advertorial copy into Japanese.
- In country checks of translation.
- Development of a media schedule and advertising buy.
- Negotiation of ad costs with magazines.

Qualifications:

- Contractor must: have extensive experience Japan trade media implementation.
- Ability to work publish in business Japanese.

Deliverables/Scope of Work:

- Three advertorials designed and published.

Submissions:

Contractor will provide a statement of qualifications, a detailed proposal of implementation of this activity. Contractors are encouraged to provide recommendations for strategies and implementation. Award will be made in a fixed cost manner covering all time and production expenses.

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: July 11, 2010 and submissions must be received by CFAB by July 31, 2010. The successful contractor(s) will be notified of selection within two weeks of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.