



Proposal

Mountain View Los Altos Union High School District 36-page Custom Career Guide

CareerTech Media, LLC will develop and produce a custom Career Guide magazine, to support the Mountain View Los Altos Union High School District's (MVLA) mission of educating their students on various career pathways and programs that lead to sustainable job opportunities that are prevalent in and around the San Jose / Bay Area.

Titled the "***Mountain View Los Altos Union High School District Career Guide***", this custom magazine will consist of:

- Production, printing, and distribution of 36-page Career Guide magazines, to be distributed to middle school and/or high school students.
- All pages are premium, hi-resolution paper quality.
- Main purpose is to highlight various career pathways prevalent in the Bay Area, that are supported by CTE programs available within MVLA.
- Each Career Pathway will have 2 pages devoted to the following:
 - Career Path overview
 - Job Titles and Occupations that the career path leads to
 - Relevant skills within each career path
 - Local Employer Spotlight
 - Local CA employment statistics, specific to a relevant occupation:
 - Education needed and median salary information
 - Expected local job growth % projected over 10 years
 - Available local new job openings projected over 10 years
- Additional pages may also include, but not be limited to:
 - Welcome Letter and Table of Contents
 - What is CTE and its benefits, and why CTE is important
 - CTE Career Assessment
 - CTE Initiatives available at local MVLA high schools

DELIVERABLES

Complete services that CareerTech Media will deliver includes all associated work to produce and distribute the ***Mountain View Los Altos Union High School District Career Guide***, including:

- Content creation (with direction from MVLA)
- Photography (stock photos, or local photos provided by MVLA, or both)
- Design
- Layout
- Proof-reading
- Production
- Printing
- Distribution to MVLA’s main offices
- Dedicated URL and Embed Code of digital version of guide

PRICING

The price per custom magazine (“all-in” price which includes everything outlined in “Deliverables” section above) is as follows:

PRINTED COPIES

5,000 magazines, 36-pages each @ \$5.90 per magazine \$29,500.00

AGREEMENT

Payment:

CareerTech Media will invoice the MVLA as follows:

- 100% upon signature execution of agreement or receipt of PO \$29,500.00

Ownership:

CareerTech Media agrees to lease to MVLA all rights, title and interest in the content development and design work used in the creation of the custom Career Guide magazine for a period of one year upon delivery of magazines.

CareerTech Media retains display rights in the work, i.e. for use in marketing, portfolios, and self-promotion channels.

In witness whereof, the parties hereto, each acting with proper authority, have executed this Agreement as of the date written below.

Mountain View Los Altos UHSD	CareerTech Media, LLC
Signature:	Signature:
Name:	Name:
Title:	Title:
Date:	Date: