



**RFI No. 2405-11105
JAX Coloring Book**

**Addendum No. 01
Release Date: March 19, 2024**

QUESTIONS & ANSWERS

Q1. For the 2 or more samples of contour drawings, can they be other things I have done for my children's books or greeting card line, that are not necessarily "airport" related? Just shows style. Or do I need to actually design a cover in color?

R1. JAA is requesting 2 or more PRE-EXISTING samples of each artist's black & white contour drawings that will show the style they intend to use in our new coloring book. We also need 1-2 pre-existing samples in COLOR that will show the style they intend to use on the cover of our new coloring book. Nothing new needs to be created unless the artist doesn't already have what they want to submit.

Q2. I understand the brief synopsis, but is the general idea ok, but not necessarily the full story or page descriptions.

R2. Correct, yes, a description of the theme (the general idea) is what JAA needs to receive.

Q3. Can I just list some interactive element ideas?

R3. Yes, please list the exact interactive elements/activities you will include.

Q4. On completion, would I just do the art for each page and your office puts it together / makes the files for production and handles the printing?

R4. We may or may not need the artist to work with the printer and our marketing department for final set-up of designs, this will remain to be determined based on selection of the printer. JAA is separately handling the bidding, implementation, and payment of the printing of the coloring book.

Q5. What is the budget for the art for this job? A general idea. Per page? Per spread?

R5. This is an RFI (Request for Interest), therefore budget is not involved in the process at this time.

Submittal Due Date is Friday, April 12, 2024, at 2:00 PM (local time)

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