

Outreach Advertising for Fiscal Year 2019-2020 Bid Evaluation
Overview

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,143	\$200.00	\$0.09	22.7	YES
San Francisco BayView	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	YES
World Journal	Chinese (Ch)	50,000	\$320.00	\$0.01	24.4	NO
Sing Tao Daily	Chinese (Ch)	10,385	\$330.00	\$0.03	16.2	NO
El Reportero	Hispanic (H)	1,428	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,857	\$450.00	\$0.12	14.6	YES
Jasmine Blue Media, LLC. DBA Marina Times	Neighborhood (N) - Marina	667	\$575.00	\$0.86	12.5	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	367	\$625.00	\$1.70	12	YES