

Summary of Outreach Advertising Services Bids For Fiscal Year 2020-2021 (TC 95324)

Outreach Advertising		1		2		3		4		5		6		7	
Evaluation Points		Small Business Exchange		San Francisco Bay View		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter		San Francisco Bay Times	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.07		\$0.30		\$0.01		\$0.05		\$0.61		\$0.15		\$0.30	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$376.50	7.97	\$330.00	9.09	\$875.00	3.43	\$465.00	6.45	\$750.00	4.00
Circulation as submitted		19,070/wk		20,000/mo		45,000/day		6786/day		10,000/wk		22,000/wk		75,000/mo	
Daily Circulation (Avg)	10.0	2724	0.61	667	0.15	45,000	10	6,786	1.51	1429	0.32	3,143	0.70	2,500	0.56
Periodical Cost	5.0	Complimentary	5	Free	5	\$0.50	0	\$0.60 - \$1.25	0	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	YES	2	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	YES	5	YES	5	YES	5	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>22.6</b>		<b>22.1</b>		<b>23.0</b>		<b>17.6</b>		<b>15.7</b>		<b>14.2</b>		<b>11.6</b>
LBE Preference	10%	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	YES	1%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>25.4</b>		<b>22.4</b>		<b>23.3</b>		<b>17.8</b>		<b>15.9</b>		<b>14.3</b>		<b>11.7</b>

Outreach Advertising		8		9	
Evaluation Points		Jasmine Blue Media LLC (DBA Marina Times)		The Potrero View	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown		Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market	
Ad Price Per Circulated Copy (\$)		\$1.50		\$1.70	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$500.00	6.00	\$625.00	4.80
Circulation as submitted		10,000/mo		11,000/mo	
Daily Circulation (Avg)	10.0	333	0.07	367	0.08
Periodical Cost	5.0	Free	5	Free	5
Locally Owned & Operated	2.0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>13.1</b>		<b>11.9</b>
LBE Preference	10%	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>13.2</b>		<b>12.0</b>