

TC 95446 Official Advertising Services FY20-21

Bid Comparison

ADVERTISING	1	2
Minimum Qualifications (<i>must establish has met them for at least 4 weeks prior to bid opening of 2/21/2020</i>)	San Francisco Chronicle	San Francisco Print Media Co. (DBA The SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 69.I.MQ2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 69.I.MQ5)		
	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 69.I.MQ6 and Attachment B		
	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 69.I.MQ7)	NO (printed in Fremont, CA)	Yes
Responsive (All required bid documents submitted on/before deadline)	NO (printed in Fremont, CA)	Yes

ADVERTISING	Responsive? / Responsible?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
Newspaper	YES/NO	\$6.25	\$1,175 (188 lines)		0.00%
1 San Francisco Chronicle	YES/NO	\$6.25	\$1,175 (188 lines)		0.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES/YES	\$3.75	\$888.75 (237 lines)	-24%	0.00%

*Sample Ad Price is the sum of Sample Ad A and Sample Ad B pricing for each newspaper.

ADVERTISING	Evaluation Scores		SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points					
Advertising Price (per 78.A.1)	15	\$1,175.00	11.3	\$888.75	15.0	
Circulation (per 78.A.2)	10	221,724	5.7	391,410	10	
Newsstand Price (per 78.A.3)	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5	
Locally Owned and operated (78.A.4)	2	NO	0	NO	0	
Total Evaluation Points	32		17.0		30	

	SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
LBE Preference (per 78.A.5)	10%	NO	0%	NO
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	0% Net 30
Sales Tax Discount	1.25%	YES	1.25%	YES
Total Points with Bid Discounts Applied		17.22		30.38