

TC 95447 Official Advertising Services FY21-22  
 Bid Comparison

ADVERTISING	1	2
<b>Minimum Qualifications</b>	<b>San Francisco Chronicle</b>	<b>San Francisco Print Media Co. (DBA The SF Examiner)</b>
1. Proposer must have a bona fide circulation of at least 50,000 copies per calendar week	Circulation Audit Report not provided	Yes
2. The newspaper must be a newspaper of General Circulation which has been adjudicated as such by the City and County of San Francisco Superior Court.	Circulation Decree not provided	Yes
3. Proposer's newspaper must be printed in the City on three or more days in a calendar week. Proposer must submit with their proposal evidence to prove the printing address	No (printed in Fremont, CA)	Yes (Wed, Thur, Fri, Sun)
4. Proposer must provide evidence that it is able to place advertising on two (2) or more consecutive days at a time.	Yes	Yes
<b>Responsive</b> (All required bid documents submitted on/before deadline)	<b>No</b>	<b>Yes</b>

ADVERTISING	Responsive?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	NO	\$6.25	\$1,175 (188 lines)		0.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES	\$3.75	\$986.25 (263 lines)	-16%	0.00%

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

ADVERTISING					
Evaluation Scores					
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
Advertising Price (sample ad price)	15	\$1,175.00	12.6	\$986.25	15.0
Circulation	10	1,201,676	10.0	260,894	2
Newsstand Price	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally, Minority, Woman Owned	2	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>32</b>		<b>22.6</b>		<b>22</b>