

TC95318 Summary of Outreach Advertising and Clearinghouse Bids for FY14-15

Version Date: 7/7/14

Minimum Qualifications	Sing Tao Daily	Northside Publications (Marina Times)	Central City Extra	World Journal	Bay Area Reporter	Small Business Exchange	West Portal Monthly	El Reportero (LATE)	Potrero View	San Francisco Bay View	The Western Edition (LATE)
Locally Owned?	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Printed in San Francisco?	No (South SF)	Yes	Yes	No (Millbrae)	Yes	Yes	No (San Rafael)	No (Gardena, CA)	Yes	No (Union City)	Yes
Frequency of Publication?	Daily	Monthly	Monthly	Daily	Weekly	Weekly	Monthly	Weekly	Monthly	Monthly	Quarterly
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	No*	No*	Yes	No*	Yes	Yes	No*	No*	No*	No*	No*
Circulation	15867	25000	8000	60000	29000	650	21000	7500	12500	7700	20000
Verification of Circulation	Self (Notarized)	Printer Invoice	Printer Invoice	Self (notarized)	Print Report/Publish	Printer Invoices	er and Printer Sta	Printer Invoice	Printer Letter	Printer Invoice	Printer Invoice
Map/Zip Codes Included?	Yes	Yes (Map/Addresses)	Yes (Addresses)	Yes (Zip)	Yes (Zip)	Yes (Addresses/Zip)	Yes (Neighborhoods Listed)	Yes (Circulation Route/Addresses)	Yes (Neighborhoods Listed)	Yes (Zip)	Yes (Addresses)
Outreach Community Served	Chinese	Neighborhood	Neighborhood	Chinese	LGBT	African American/Hispanic/Chinese	Neighborhood	Hispanic	Neighborhood	African-American	Neighborhood

* All bidders submitted at least one sample newspaper. Only Bay Area Reporter, Small Business Exchange and Central City Extra submitted back issues to indicate continuous printing.

Evaluation Points	Total Points Available	Sing Tao Daily		Northside Publications/Marina Times		Central City Extra		World Journal		Bay Area Reporter	
		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price	15.0	\$ 300.00	8.0	\$ 445.00	5.4	\$ 225.00	10.6	\$ 260.00	9.2	\$ 380.00	6.3
Circulation as submitted		15,867	per day	25,000	per month	8,000	per month	60,000	per day	29,000	per week
Circulation	10.0	15867	2.6	833	0.1	267	0.0444	60000	10.0	4143	0.690
Periodical Cost	5.0	.60 - \$1.25	0	Free	5	Free	5	\$ 0.50	0	Free	5
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	No	0	Yes	2
Published in Foreign Language	5.0	Yes	5	No	0	No	0	Yes	5	No	0
Total Evaluation Points	37.0		17.6		12.5		17.7		24.2		14.0
LBE Preference	10%	No	0%	No	0%	No	0%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	1%30Net31	1%	No	0%	No	0%
Sales Tax Discount	1.25%	No	0.00%	Yes	1.25%	Yes	1.25%	No	0.00%	Yes	1.25%
Total Points with Bid Discounts Applied			17.6		12.7		18.1		24.2		14.2

Ad Price Per Circulated Copy	\$ 0.02	\$ 0.02	\$ 0.03	\$ 0.004	\$ 0.01
Communities Served	Chinese	Neighborhood	Neighborhood	Chinese	LGBT

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Evaluation Points	Total Points Available	Small Business Exchange		West Portal Monthly		El Reportero (LATE)		Potrero View		San Francisco Bay View		The Western Edition (LATE)	
		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
<i>Evaluation factors per Admin. Code Sec. 2.81</i>													
Advertising Price	15.0	\$ 159.32	15.0	\$ 225.00	10.6	\$ 519.04	4.6	\$ 425.00	5.6	\$ 200.00	11.9	\$ 500.00	4.8
<i>Circulation as submitted</i>		650	<i>per week</i>	21,000	<i>per month</i>	7,500	<i>per week</i>	12,500	<i>per month</i>	7,700	<i>per month</i>	20,000	<i>per quarter</i>
Circulation	10.0	93	0.0	700	0.1	1071	0.2	417	0.1	257	0.0	222	0.0
Periodical Cost	5.0	\$ 2.50	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2
Published in Foreign Language	5.0	No	0	No	0	Yes	5	No	0	No	0	No	0
Total Evaluation Points	37.0		17.0		17.7		16.8		12.7		19.0		11.8
LBE Preference	10%	Yes	10%	No	0%	No	0%	No	0%	Yes	10%	No	0%
Prompt Payment Discount	max 2% Net 30	1%30Net31	1%	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%
Total Points with Bid Discounts Applied			19.1		18.0		17.0		12.9		21.1		12.0

Ad Price Per Circulated Copy	\$ 0.25	\$ 0.01	\$ 0.07	\$ 0.03	\$ 0.03	\$ 0.03
Communities Served	African-American/Chinese/Hispan. Neighborhood	Hispanic	Neighborhood	Neighborhood	Neighborhood	Neighborhood

Awarded Last Year but didn't bid this year EL MENSAJERO
 ~ contact and ask why they didn't bid and if they'd like to submit bids

Clearinghouse Bids for FY14-15

Minimum Qualifications	Daily Journal
Provide service for 3 years prior to state, county or government agency	Yes
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order	Yes
Evaluation	15%