

Outreach Advertising for Fiscal Year 2018-2019 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            | \$0.01                       | 22.7             | YES   |
| World Journal                             | Chinese (Ch)   | 50,000            | \$296.00            | \$0.0002                     | 25.1             | NO  |
| Sing Tao Daily                            | Chinese (Ch)   | 11,753            | \$330.00            | \$0.0281                     | 16.4             | NO  |
| El Reportero                              | Hispanic (H)   | 1,429             | \$825.00            | \$0.08                       | 16.1             | YES   |
| Bay Area Reporter                         | Lesbian-Gay-Bisexual-Transgender (LGBT)                        | 3,857             | \$380.00            | \$0.01                       | 15.9             | YES   |
| The Potrero View                          | Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA | 433               | \$625.00            | \$0.08                       | 12.0             | YES   |
| Jasmine Blue Media, LLC. DBA Marina Times | Neighborhood (N) - Marina                                      | 667               | \$575.00            | \$0.13                       | 12.5             | YES   |