



# Contract Modification 7

## Official and Outreach Advertising Clearinghouse Services

**Supplier: Daily Journal Corporation**

Ari G. Arambula  
915 E 1<sup>st</sup> Street  
Los Angeles, CA 90012  
(213) 220-5530  
[Ari\\_gutierrez@dailyjournal.com](mailto:Ari_gutierrez@dailyjournal.com)

Date: 07/01/2024  
Buyer Name: Karina Smith  
Term contract: 95700  
Contract ID: 1000010088  
Supplier ID: 0000021899  
Type: Indefinite Quantity  
Not-to-exceed amount: **\$2,000,000.00**

The history of this contract and its modifications is as follows:

<b>Modification</b>	<b>Start date</b>	<b>End date</b>	<b>Amount</b>
Original contract	07/01/18	06/30/21	\$1,000,000.00
1	No change	06/30/23	\$1,500,000.00
2	No change	No change	No change
3	No change	No change	No change
4	No Change	6/30/2024	\$2,000,000
6	No Change	No Change	No Change
7	No Change	06/30/2025	No Change

This modification No. 7 changes the contract as follows:

1. Update the awarded Outreach and Official Periodicals for Fiscal Year 2024-25: See attachment A of this Modification; and

All other terms and conditions remain the same.

**CITY**

**Supplier Name: Daily Journal Corporation**

Recommended by:

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Wilton Alderman  
Procurement Manager  
Office of Contract Administration

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Michelle Stephens  
Vice President

City Supplier Number: 0000021899

Approved:

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Sailaja Kurella  
Director of the Office of Contract Administration,  
and Purchaser

**Attachment A**

**List of Outreach and Official Advertising Newspapers for Fiscal Year 2024-2025  
(July 1, 2024- June 30, 2025)**

<b>COMMUNITY OUTREACH NEWSPAPERS</b>						
<b>Item No.</b>	<b>Newspaper</b>	<b>Bid Items</b>	<b>Bid Pricing – Paid to Newspaper</b>	<b>Ad Qty</b>	<b>15% Clearinghouse Commission</b>	<b>Total Unit Price Charged to City</b>
1.	Bay Area Reporter	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$71.25	\$546.25
2.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$590.00	1	\$88.50	\$678.50

<b>COMMUNITY OUTREACH NEWSPAPERS</b>						
<b>Item No.</b>	<b>Newspaper</b>	<b>Bid Items</b>	<b>Bid Pricing – Paid to Newspaper</b>	<b>Ad Qty</b>	<b>Extended Price</b>	<b>Extended Price</b>
1.	San Francisco Bay Times	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$403.75	\$403.75
2.	El Reportero	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$855.31	1	\$128.30	\$983.61
3.	El Tecolote	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$336.00	1	\$50.40	\$386.40
4.	Henry Society Journal	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$850.00	1	\$127.50	\$977.50
5.	Noe Valley Voice	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$575.00	1	\$86.25	\$661.25
6.	Potrero View	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$450.00	1	\$67.50	\$517.50
7.	San Francisco Examiner	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$1,000.00	1	\$150.00	\$1,150.00

8.	Sing Tao Daily	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$375.00	1	\$56.25	\$431.25
9.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$590.00	1	\$88.50	\$678.50
10.	World Journal	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$236.00	1	\$35.00	\$271.00
11.	Small Business Exchange	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$200.00	1	\$30.00	\$230.00

OFFICIAL NEWSPAPERS							
Item No.	Newspaper	Bid Items	Bid Price Per Line	Less 10% withholding by City	Plus 15% for Clearing House	Total Charged to City	Net Paid to Newspaper
1.	SAN FRANCISCO EXAMINER	Clearinghouse Service: OFFICIAL Advertising, Price Per LINE Advertisement	\$7.00	\$0.70	\$1.05	\$7.35	\$6.30