

Summary of Outreach Advertising Services Bids For Fiscal Year 2020-2021 (TC 95324)

Outreach Advertising		1		2		3		4		5		6		7	
Evaluation Points		Small Business Exchange		San Francisco Bay View		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter		San Francisco Bay Times	
Communities Served: African American (AA) / Chinese (Ch) / Hispanic (H) / Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.07		\$0.30		\$0.01		\$0.05		\$0.61		\$0.15		\$0.30	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$376.50	7.97	\$330.00	9.09	\$875.00	3.43	\$465.00	6.45	\$750.00	4.00
Circulation as submitted		19,070/wk		20,000/mo		45,000/day		6,786/day		10,000/wk		22,000/wk		75,000/mo	
Daily Circulation (Avg)	10.0	2,724	0.61	667	0.15	45,000	10	6,786	1.51	1,429	0.32	3,143	0.70	2,500	0.56
Periodical Cost	5.0	Free	5	Free	5	\$0.50	0	\$0.60 - \$1.25	0	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	NO	0	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	YES	5	YES	5	YES	5	NO	0	NO	0
Total Evaluation Points	37.0		22.6		22.1		22.97		15.6		15.7		14.2		11.6
LBE Preference	10%	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	NO	0.00%	NO	0.00%	YES	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			25.1		22.4		22.97		15.6		15.9		14.3		11.7

Outreach Advertising		8		9		10		11		12	
Evaluation Points		Jasmine Blue Media LLC (DBA Marina Times)		The Potrero View		The Richmond Review		The Sunset Beacon		Noe Valley Voice	
Communities Served: African American (AA) / Chinese (Ch) / Hispanic (H) / Lesbian-Gay-Bisexual-Transgender (LGBT)		Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown		Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market		Neighborhood (N) - Richmond District		Neighborhood (N) - Sunset District		Neighborhood (N) - Noe Valley/Diamond Heights	
Ad Price Per Circulated Copy (\$)		\$1.50		\$1.70		\$0.75		\$0.75		\$3.44	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$500.00	6.00	\$625.00	4.80	\$500.00	6.00	\$500.00	6.00	\$575.00	5.22
Circulation as submitted		10,000/mo		11,000/mo		20,000/mo		20,000/mo		5,000/mo	
Daily Circulation (Avg)	10.0	333	0.07	367	0.08	667	0.15	667	0.15	167	0.04
Periodical Cost	5.0	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
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	NO	0
Total Evaluation Points	37.0		13.07		11.9		13.15		13.15		12.3
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	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%
Total Points with Bid Discounts Applied			13.2		12.0		13.3		13.3		12.4