

## Outreach Advertising and Clearinghouse Services for Fiscal Year 2017-2018 - Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	5	6	7	8	9	10
<b>Minimum Qualifications (MQs)</b>	Bay Area Reporter	SF Bay View	Small Business Exchange, Inc.	SF Media Co. (SF Weekly)	World Journal SF LLC	The Potrero View	Sing Tao Daily	El Reportero, LLC.	Jasmine Blue Media, LLC. (Marina Times)
<b>Responsive</b> (Submitted all Require Documentation by Bid Submittal Deadline)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation	Audit Circulation	Printer Invoice	Printer Invoice	Audit Circulation	personal statement (notorized)	Printer Invoice	personal statement (notorized)	Printer Invoice	Printer Invoice
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	Lesbian, Gay, Bisexual, Transgender	African American	African American	LGBT, Asian/Chinese, African American, and Hispanic	Chinese	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay [94107 & 94103]	Chinese	Hispanic	Marina
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	Weekly	Monthly	Weekly	Weekly	Daily	Monthly	Daily	Weekly	Monthly
Printed in San Francisco?	Yes	No	Yes	Yes	No	Yes	No	No	Yes
<b>Responsible</b> (Meets all MQs)	YES	No	Yes	YES	No	Yes	No	No	No
Not Minimum Qualificaions									
Locally Owned? (NOT MQ)	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Circulation (NOT MQ)	27,000/wk	15,500/mo	15,000/wk	70,000/wk	52,000/Daily	13,000/mo	13,053/day	10,000/wk	20,000/mo
Map/locations/Zip Codes Included? (NOT MQ)	Yes	Yes	Yes	No	No	No	No	No	Yes

Clearinghouse Services	4
<b>Minimum Qualifications</b>	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 - online status tracking	YES
<b>Responsive</b> (submitted all required documents by Bid Due Date)	YES
<b>Commision Rate (%)</b>	15%