

Outreach Advertising for Fiscal Year 2020-2021 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)	2,724	\$200.00	\$0.07	25.4	NO
San Francisco BayView	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	23.3	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	17.8	NO
El Reportero	Hispanic (H)	1,429	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,143	\$465.00	\$0.15	14.3	YES
San Francisco Bay Times	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	YES
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	333	\$500.00	\$1.50	13.2	YES
The Potrero View	Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market	367	\$625.00	\$1.70	12.0	YES