

TC95439 Summary of Official Advertising and Clearinghouse Bids for FY13-14  
Version Date: May 30, 2013

Minimum Qualifications	Bidder 1 The Examiner	Bidder 2 SF Chronicle
Frequency of Publication: ability to place ads for at least 2 consecutive days	yes	yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court	yes	yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17)	yes	yes
Print Location: Printed in City and County on 3 or more days in a calendar week	yes	no (printed in Fremont, CA)

Estimated Contract Value for FY13-14: \$48,000

San Francisco Chronicle is deemed non-responsive to minimum requirements according to Admin Code Section 2.81 because it is not printed locally.

In FY13-14 Bid Evaluation, The Examiner received 26.4 points out of 32 possible evaluation points. The SF Chronicle received 20.4 points .

The apparent high scorer is The Examiner.

In FY12-13, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. The Examiner was awarded the business for the first half of the year. SF Chronicle was awarded the business for the back half of the year.

Evaluation Points					
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points
Advertising Price	15	\$ 4.99	9.8	\$ 3.26	15
Circulation	10	1,651,957	10	680,484	4.1
Newsstand Price	5	\$1.00 - \$3.00	0	Free	5
Locally Owned and operated	2	No	0	Local	2
<b>Total Evaluation Points</b>	<b>32</b>		<b>19.8</b>		<b>26.1</b>

LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>20.4</b>		<b>26.4</b>