

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

Evaluation KEY	
Evaluation Categories	Total Points Available (per category)
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services)	15.00
Circulation as submitted	
Daily Circulation	10.00
Periodical Cost	5.00
Locally Owned	2.00
Minority Owned	2.00
Woman-Owned	2.00
Total Evaluation Points	36.00

	SF Examiner		San Francisco Chronicle	
			Non-Responsive (Not printed in San Francisco)	
	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services)	\$4.00 per actual line	15	\$6.25 per actual line	0
Circulation as submitted	24,220 circulation on Wednesday 24,200 circulation on Thursday 20,000 on Friday 87,213 on Sunday 155,653 weekly average		1,729,388 bona fide circulation per week	
Daily Circulation	22236	10	247055	0
Periodical Cost	Free	5	\$2.00 daily (price raises to \$3.00 daily on 5-23-22) \$3.00 on Sunday	0
Locally Owned	YES	2	YES	0
Minority Owned	NO	0	NO	0
Woman-Owned	NO	0	NO	0
Total Points Earned	32		0	

	SF Examiner	SF Chronicle
Official Advertising		
Did the bidder submit the following documentation?	YES	Incomplete
MQ EVALUATION		
MQ1 (Weekly Circulation): Proposer must have a bona fide circulation of at least 50,000 newspaper copies per calendar week.	Yes	Yes
MQ2: (General Circulation): Proposer must have a newspaper of General Circulation, which has been adjudicated by the City and County of San Francisco Superior Court.	Yes.	Yes
MQ3: (Printing in San Francisco): Proposer must print their respective newspaper in the City and County of San Francisco (the "City") on three or more days in a calendar week.	Yes	No. Printed in Fremont.
MQ4: (Consecutive Day Circulation): Proposer must circulate their respective newspaper on two (2) or more consecutive days.	Yes	Yes
OTHER REQUIRED DOCUMENTS		
RSD4 Non-Profit Entities- Compliance with Chapter 12L.	Not applicable	Not applicable
RSD5 Photocopies of the newspaper's 4 most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient.	Yes	No.
Attachment 2: Proposer Questionnaire and References	Yes	Yes
Attachment 3: CMD Form 3	Yes	Yes
Attachment 6: Price Proposal Template	Yes	Yes
Attachment 7: First Source Hiring Form	Yes	Yes
Attachment 11: San Francisco Ethics Commission Forms	Yes	Yes
Attachment 12: Distribution and Home Deliveries Declaration Forms	Yes	Yes
Signed Addendum 1	Yes	Yes
Signed Addendum 2	Yes	Yes

KEY

Failed MQ/ did not submit
Submitted; incomplete
Cured by bidder, OCA
Compliant
Micro-LBE
Bidding as LBE; not on directory