

**Outreach Advertising and Clearinghouse Services for Fiscal Year
2016-2017 - Evaluation of Responsiveness and Responsibility**

| Outreach Advertising | | | | | | | | | | |
|--|------------------|-----------------------------|---|-----------------------|---|---|---------------------------------------|----------------------------|---------------------------------------|------------------------|
| Minimum Qualifications (MQs) | El Reportero (1) | Small Business Exchange (2) | San Francisco Media Co. (SF Weekly) (3) | Sing Tao Daily (4) | San Francisco Bay Times (6) - BID WITHDRAWN | Central City Extra (Study Center) (7) | Jasmine Blue Media (Marina Times) (8) | San Francisco Bay View (9) | The Potrero View (11) | Bay Area Reporter (12) |
| Locally Owned? (NOT MQ) | Yes | Yes | NO | NO | NA | Yes | Yes | Yes | Yes | Yes |
| Printed in San Francisco? | Yes | Yes | Yes | NO | NA | Yes | Yes | NO | Yes | Yes |
| Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly) | Weekly | Weekly | Weekly | Daily | NA | Monthly | Monthly | Monthly | Monthly | Weekly |
| Sample Ad | Yes | Yes | Yes | Yes | NA | Yes | Yes | Yes | Yes | Yes |
| Sample Newspapers Indicating Continuous Publication? | Yes | Yes | Yes | Yes | NA | Yes | Yes | Yes | Yes | Yes |
| Circulation (NOT MQ) | 10,000/wk | 1,000/wk | 64,000/wk | 14,300/wk | NA | 8,000/month | 25,000/month | 7,700/month | 13,000/month | 23,600/ wk |
| Verification of Circulation | Printer Invoice | Printer invoice | Audit Report | statement (notorized) | NA | Printer Invoice | Printer Invoice | Printer Invoice | Printer Letter | Audit Report |
| Map/locations/Zip Codes Included? (NOT MQ) | Yes | Yes | Yes | Yes | NA | Yes | Yes | Yes | No | Yes |
| Outreach Community Served | Hispanic | African American | LGBT/ Chinese / African American / Hispanic | Chinese | NA | Neighborhood (Tenderloin/ Central Market) | Neighborhood (Marina/Cow Hollow) | African American | (Potrero/ Bayview/ Mission Bay, SOMA) | LGBT |
| Responsive (Submitted all Require Documentation by Bid Submittal Deadline) | NO | NO | NO | NO | NO | NO | NO | NO | NO | NO |
| Responsible (Meets all MQs) | YES | YES | YES | NO | NO | YES | YES | NO | YES | YES |

| Clearinghouse Services | | |
|--|-------------------------|---------------|
| Minimum Qualifications | Imprenta Communications | Daily Journal |
| Provide service for 3 years prior to state, county or government agency | NO | 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 | YES |
| Responsive (submitted all required documents by Bid Due Date) | NO | YES |
| Commision Rate (%) | 5.50% | 15% |