

Evaluation Summary for Official Advertising for Fiscal Year 2023-2024

| Evaluation Key | | Clinton Reilly Communications - San Francisco | | SF Chronicle - Div of Hearst Comms | |
|---|------------|---|----------------|---|----------------|
| | | Examiner | | Non-Responsive (Not Printed in San Francisco) | |
| | Max Points | Bid | Awarded Points | Bid | Awarded Points |
| Price Evaluation - Lowest Total Proposed Price / Proposer's Total Proposed Price) x (Maximum Points possible for Price) | 15 | \$6.00 per line per day | 15 | 6.25 per line per day | 0 |
| Circulation - Proportional Circulation Points = 10 x (Lower circulation/higher circulation) | 10 | 30,400 Circulation on Sunday 30,695 Circulation on Wednesday 30,695 Circulation on Thursday 25,000 Circulation on Friday 116,790 Weekly Average Circulation | 10 | 1,629,344 Total bona fide print and digital replica circulation | 0 |
| Newspaper Cost (Majority of circulation is free) | 5 | Free | 5 | \$3.00 Daily | 0 |
| Locally Owned | 2 | Yes | 2 | No | 0 |
| Minority Owned | 2 | No | 0 | No | 0 |
| Woman Owned | 2 | No | 0 | No | 0 |
| Total Score | 36 | 32 | | 0 | |