

**Outreach Advertising Services for Fiscal Year 2019-2020 Evaluation of Responsiveness and Responsibility**

Outreach Advertising	1	2	3	4	5	6	7	8
<b>Minimum Qualifications (MQs)</b>	Small Business Exchange, Inc.	San Francisco Bayview	World Journal SF LLC	Sing Tao Daily	El Reportero, LLC.	Bay Area Reporter	Jasmine Blue Media, LLC. (Marina Times)	The Potrero View
<b>Responsive</b> (Submitted all Require Documentation by Bid Submittal Deadline)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation	Printer Invoice	Yes	personal statement (notarized)	personal statement (notarized)	Printer Invoice	Audit Circulation	Printer Invoice	Printer Invoice
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	African American	African American or Bayview Hunters Point	Chinese	Chinese	Hispanic	Lesbian, Gay, Bisexual, Transgender	Marina	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay [94107 & 94103]
Frequency of Publication? (Outreach Community- Weekly, Outreach Neighborhood - Monthly)	Weekly	Monthly	Daily	Daily	Weekly	Weekly	Monthly	Monthly
Printed in San Francisco?	Yes	Yes	No	No	Yes	Yes	Yes	Yes
<b>Responsible</b> (Meets all MQs)	Yes	Yes	No	No	Yes	Yes	Yes	Yes
<b>Not Minimum Qualifications</b>								
Locally Owned? (NOT MQ)	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Circulation (NOT MQ)	15,000/wk	20,000/mo	50,000/Daily	10,385/Daily	10,000/wk	27,000/wk	20,000/mo	11,000/mo
Map/locations/Zip Codes Included? (NOT MQ)	Yes	Yes	Yes	Yes	Yes	Yes	No	No