

Recommended Awards for Outreach Advertising 2023-2024

	LGBT Community	Chinese Community		Mission Neighborhood	Castro/ Noe Valley/ Duboce Triangle Neighborhood	Castro Neighborhood	Chinatown Neighborhood	All under represented neighborhoods
Recommended Awardee	Bar Media, Inc. dba Bay Area Reporter	Wind Newspaper		Acción Latina (El Tecolote Newspaper)	Bar Media, Inc. dba Bay Area Reporter	Sullivan Communications dba San Francisco Bay Times	Wind Newspaper	Hearst Communications Inc dba SF Chronicle

Evaluation Summary of COMMUNITY Outreach Advertising for Fiscal Year 2023-2024

	Bar Media, Inc. dba Bay Area Reporter		El Reportero LLC (Non Responsive)		Sing Tao Daily (Non Responsive)		Wind Newspaper	
	LGBTQ Community		Hispanic		Chinese		Chinese Community	
Recommend for Award (Y or N)	Yes		No		No		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>) (15 points)	\$475.00	15.00	\$875.00	0	429.00 373.00	0	520.00 450.00	15.00
Circulation as submitted	20,000/wk.		5,000-10,000/wk. approximately 7,500/wk.		9,500		5,000/ wk.	
Daily Circulation (10 points)	2857	10.00	1,071	0	9,500	0	714	10.00
Periodical Cost (5 points)	Free	5.00	Free	0.00	\$.75 (Mon-Sat) \$1.50 (Sun)	0.00	Free	5.00
Locally Owned (2 points)	YES	2.00	YES	0.00	YES	0.00	NO	0.00
Minority Owned (2 points)	YES	2.00	YES	0.00	NO	0.00	YES	2.00
Woman-Owned (2 points)	NO	0.00	NO	0.00	NO	0.00	YES	2.00
Foreign- Language Publication (2 points)	NO	0.00	YES	0.00	YES	0.00	YES	2.00
Total Points Earned	34.00		0		0		36.00	

Evaluation Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023														
	Acción Latina (El Tecolote Newspaper)		Bar Media, Inc. dba Bay Area Reporter		The Potrero View (Non-Responsive)		Richmond Review and Sunset Beacon (Non-Responsive)		Sullivan Communications DBA San Francisco Bay Times		Wind Newspaper		Hearst Communications, Inc dba SF Chronicle	
	Mission		Castro, Noe Valley, Duboce Triangle		Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Mission, Bayview		Richmond District and Sunset District		Castro		Chinatown		All Neighborhoods	
Recommend for Award (Y or N)	Yes		Yes		No		No		Yes		Yes		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points)	386.40 336.00	15.00	\$475.00	15.00	500.00 450.00	0.00	287.50 250.00	0.00	\$650.00	15.00	520.00 450.00	15.00	520.00 450.00	15.00
Circulation as submitted	10,000/ bi-weekly		20,000/wk.		11,000 / month		18,000 / monthly		135,000 / monthly		5,000 / wk.		231,521 (Print 57,205, Digital 174,136) Daily 249,193 (Print 91,085, Digital 158,108) Sunday	
Daily Circulation (10 points)	1428.571429	10.00	2857	10.00	367	0.00	600	0.00	19286	10.00	714	10.00	8172	10.00
Periodical Cost (5 points)	Free	5.00	Free	5.00	Free	0.00	Free	0.00	Free	5.00	Free	5.00	\$ 3.00	0.00
Locally Owned (2 points)	YES	2.00	YES	2.00	Yes	0.00	YES	0.00	YES	2.00	NO	0.00	NO	0.00
Minority Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	YES	2.00	YES	2.00	NO	0.00
Woman-Owned (2 points)	NO	0.00	NO	0.00	NO	0.00	NO	0.00	YES	2.00	YES	2.00	NO	0.00
Foreign- Language Publication (2 points)	YES	2.00	NO	0.00	NO	0.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00
Total Points Earned	36.00		34.00		0.00		0.00		36.00		36.00		25.00	