

**Outreach Advertising Services for Fiscal Year 2020-2021 Evaluation of Responsiveness and Responsibility**

Outreach Advertising	1	2	3	4	5	6	7	8	9
<b>Minimum Qualifications (MQs)</b>	Small Business Exchange	San Francisco Bayview	World Journal SF LLC	Sing Tao Daily	El Reportero	Bay Area Reporter	San Francisco Bay Times	Jasmine Blue Media LLC (DBA Marina Times)	The Potrero View
<b>Responsive</b> (Submitted all Require Documentation by Bid Submittal Deadline)	no	yes	yes	yes	yes	yes	yes	yes	yes
Sample Newspapers Indicating Continuous Publication?	yes	yes	yes	yes	yes	yes	yes	yes	yes
Verification of Circulation	Circulation Audit Report/ Invoice (6 months)	Circulation Audit Report/ Invoice	Circulation Route List	Statement (notarized)	Invoice/ Circulation Route List	Invoice (6 months)	Personal Statement (not notarized)	Invoice (1 month)	Personal Statement (not notarized)
Sample Ad	yes	yes	yes	yes	yes	yes	yes	yes	yes
Outreach Community Served	African American (AA)	African American (AA) or BayView Hunters Point	Chinese (Ch)	Chinese (Ch)	Hispanic (H)	Lesbian-Gay-Bisexual-Transgender (LGBT)	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	weekly	printed = monthly online = daily	daily	daily	printed=weekly online=daily	printed=weekly online=daily	bi-weekly (every 2 weeks)	monthly	monthly
Printed in San Francisco?	yes	no	yes	no	yes	yes	yes	yes	yes
<b>Responsible</b> (Meets all MQs)	NO	NO	YES	NO	YES	YES	YES	YES	YES
<b>Not Minimum Qualifications</b>									
Locally Owned? (NOT MQ)	yes	yes	no	yes	yes	yes	yes	yes	yes
Circulation (NOT MQ)	19070/week	20000/month	45000/day	6786/day	10,000/week	22000/week	75000/month	10000/month	11000/month
Map/locations/Zip Codes Included? (NOT MQ)	yes	yes	yes	yes	yes	no	no	no	yes