

**TC 95443 Official Advertising and Clearinghouse Services FY17-18
Advertising and Clearinghouse Bid Comparison**

ADVERTISING	1	3
Minimum Qualifications (must establish has met them for at least 4 weeks prior to bid opening of 3/11)	San Francisco Chronicle	San Francisco Print Media Co (SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 67.A.2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 67.A.5)	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 67.A.6 and Attachment D)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 69.A.7)	NO (printed in Fremont, CA)	Yes
Responsive (All required bid documents submitted on/before deadline)	NO (printed in Fremont, CA)	Yes

ADVERTISING	Responsive? / Responsible?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	NO/NO	\$4.99	\$793.16 (187 lines)		2.00%
3 San Francisco Print Media Co. (DBA SF Examiner)	YES/YES	\$3.75	\$757.50 (202 lines)	-5%	0.00%

*Sample Ad Price is the sum of Sample Ad A and Sample Ad B pricing for each newspaper.

ADVERTISING	Evaluation Scores				
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
Advertising Price (per 79.A.1)	15	\$793.16	14.3	\$757.50	15
Circulation (per 79.A.2)	10	1,332,677	10	670,346	5
Newsstand Price (per 79.A.3)	5	\$1.50 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (79.A.4)	2	NO	0	NO	0
Total Evaluation Points	32		24.3		25

		SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
LBE Preference (per 79.A.5)	10%	NO	0%	NO	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	0% Net 30	0%
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			25.12		25.34

CLEARINGHOUSE*	Bidder	Commission	Responsive?	Responsible?
2	Daily Journal Corporation	15%	YES	YES
4	Ad Club Advertising	10%	YES	YES