

Outreach Advertising for Fiscal Year 2020-2021 Bid Evaluation
Overview

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,724	\$200.00	\$0.07	25.1	YES
San Francisco Bay View	African American (AA) (or Bayview Hunters Point Neighborhoods)	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	22.97	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	15.6	NO
El Reportero	Hispanic (H)	1,429	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,143	\$465.00	\$0.15	14.3	YES
San Francisco Bay Times	Lesbian-Gay-Bisexual-Transgender (LGBT) (or Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	NO
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	333	\$500.00	\$1.50	13.2	YES
The Potrero View	Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market	367	\$625.00	\$1.70	12.0	YES
The Richmond Review	Neighborhood (N) - Richmond District	667	\$500.00	\$0.75	13.3	YES
The Sunset Beacon	Neighborhood (N) - Sunset District	667	\$500.00	\$0.75	13.3	YES
Noe Valley Voice	Neighborhood (N) - Noe Valley/Diamond Heights	167	\$575.00	\$3.44	12.4	NO