

Outreach Advertising Services for Fiscal Year 2018-2019 Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	4	5	6	7
Minimum Qualifications (MQs)	El Reportero, LLC.	Jasmine Blue Media, LLC. (Marina Times)	Bay Area Reporter	Small Business Exchange, Inc.	The Potrero View	World Journal SF LLC	Sing Tao Daily
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	Yes	Yes	Yes	Yes	Yes	Yes	NO
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation	Printer Invoice	Printer Invoice	Audit Circulation	Printer Invoice	Printer Invoice	personal statement (notarized)	personal statement (notarized)
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	Hispanic	Marina	Lesbian, Gay, Bisexual, Transgender	African American	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay [94107 & 94103]	Chinese	Chinese
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	Weekly	Monthly	Weekly	Weekly	Monthly	Daily	Daily
Printed in San Francisco?	Yes	Yes	Yes	Yes	Yes	No	No
Responsible (Meets all MQs)	Yes	Yes	YES	Yes	Yes	No	No
Not Minimum Qualifications							
Locally Owned? (NOT MQ)	Yes	Yes	Yes	Yes	Yes	No	No
Circulation (NOT MQ)	10,000/wk	20,000/mo	27,000/wk	15,000/wk	13,000/mo	50,000/Daily	11,753/Daily
Map/locations/Zip Codes Included? (NOT MQ)	Yes	No	Yes	Yes	No	Yes	Yes