

Summary of Outreach Advertising Services Bids For Fiscal Year 2018-2019 (TC 95322)

Outreach Advertising		4		6		7		1		3	
Evaluation Points		Small Business Exchange		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter - LGBT	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.01		\$0.0002		\$0.0281		\$0.08		\$0.01	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$296.00	10.14	\$330.00	9.09	\$825.00	3.64	\$380.00	7.89
Circulation as submitted		15,000/wk		50,000/day		11,753/day		10,000/wk		27,000/wk	
Daily Circulation (Avg)	10.0	2143	0.43	50,000	10	11,753	2.3506	1,429	0.29	3,857	0.77
Periodical Cost	5.0	95% Complimentary	5	\$0.50	0	\$0.60 - \$1.25	0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	NO	0	NO	0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	YES	5	YES	5	YES	5	NO	0
Total Evaluation Points	37.0		22.4		25.1		16.4		15.9		15.7
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	NO	0	NO	0	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			22.7		25.1		16.4		16.1		15.9

Outreach Advertising		5		2	
Evaluation Points		The Potrero View		Jasmine Blue Media, LLC (DBA Marina Times)	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		Neighborhood (N) - Potrero Hill/ Bayview/ Mission Bay/ SOMA		Neighborhood (N) - Marina and Cow Hollow	
Ad Price Per Circulated Copy (\$)		\$0.05		\$0.03	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$625.00	4.8	\$575.00	5.22
Circulation as submitted		13,000/mo		20,000/mo	
Daily Circulation (Avg)	10.0	433	0.09	667	0.13
Periodical Cost	5.0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0
Total Evaluation Points	37.0		11.9		12.4
LBE Preference	10%	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			12.0		12.5