

TC95317 Summary of Outreach Advertising and Clearinghouse Bids for FY13-14
Version Date: 5/30/13

Minimum Qualifications	Bidder 1 Sing Tao Daily	Bidder 2 Northside Publications (Marina Times)	Bidder 3 El Mensajero	Bidder 5/6 Central City Extra	Bidder 7 World Journal	Bidder 8 Bay Area Reporter	Bidder 9 Small Business Exchange	Bidder 10 West Portal Monthly	Bidder 11 El Reportero (LATE)	Bidder 12 Potrero View (LATE)	Bidder 13 San Francisco Bay View (LATE)	Bidder 14 The Western Edition (LATE)
Locally Owned?	No	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Printed in San Francisco?	No (South SF)	Yes	No (San Jose)	Yes	No (Millbrae)	Yes	Yes	No (San Rafael)	Yes	Yes	No (Union City)	Yes
Frequency of Publication?	Daily	Monthly	Weekly	Monthly	Daily	Weekly	Weekly	Weekly	Weekly	Monthly	Monthly	Quarterly
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Sample Newspapers Indicating Continuous Publication?	No*	No*	No*	Yes	No*	No*	No	No*	No*	No*	No*	No*
Circulation	16191	25000	102904	8000	60000	27841	18750	20000	10000	9000	15000	25000
Verification of Circulation	Self	Printer Letter	Printer Letter	Printer Invoice	Self (notarized)	Publisher's Statement	Self	Publisher and Printer Statement	Printer Invoice	Printer Letter	Printer Invoice	Printer Invoice
Map/Zip Codes Included?	Yes	Yes (Zip)	Yes (Zip)	Yes (Addresses)	Yes (Zip)	Yes (Zip)	Yes (Zip)	No (Neighborhoods Listed)	Circulation Route (Addresses)	No (Neighborhoods Listed)	Yes (Zip)	No
Outreach Community Served	Chinese	Neighborhood	Hispanic/Latino	Neighborhood	Chinese	LGBT	African American/Hispanic/Chinese	Neighborhood	Hispanic	Neighborhood	African-American	Neighborhood

* All newspapers submitted one sample newspaper. Only Bidder 5/6 (Central City Extra) submitted back issues to indicate continuous printing.

Evaluation Points	Total Points Available	Bidder 1: Sing Tao Daily		Bidder 2: Northside Publications/Marina		Bidder 3: El Mensajero		Bidder 5/6: Central City Extra		Bidder 7: World Journal		Bidder 8: Bay Area Reporter	
		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price	15.0	\$ 300.00	8.0	\$ 455.00	5.3	\$ 441.18	5.4	\$ 225.00	10.6	\$ 260.00	9.2	\$ 380.00	6.3
Circulation as submitted		16,191	per day	25,000	per month	102,904	per week	8,000	per month	60,000	per day	27,841	per week
Circulation	10.0	16191	2.7	833	0.1	14701	2.5	267	0.0444	60000	10.0	3977	0.663
Periodical Cost	5.0	.60 - \$1.25	0	Free	5	Free	5	Free	5	\$ 0.50	0	Free	5
Locally Owned & Operated	2.0	No	0	Yes	2	No	0	Yes	2	No	0	Yes	2
Published in Foreign Language	5.0	Yes	5	No	0	Yes	5	No	0	Yes	5	No	0
Total Evaluation Points	37.0		15.7		12.4		17.9		17.7		24.2		14.0
LBE Preference	10%	No	0%	No	0%	No	0%	No	0%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	No	0%	1%30Net31	1%	No	0%	No	0%
Sales Tax Discount	1.25%	No	0.00%	Yes	1.25%	Yes	1.25%	Yes	1.25%	No	0.00%	Yes	1.25%
Total Points with Bid Discounts Applied			15.7		12.5		18.1		18.1		24.2		14.1
Ad Price Per Circulated Copy		\$ 0.02		\$ 0.02		\$ 0.004		\$ 0.03		\$ 0.004		\$ 0.01	
Communities Served		Chinese		Neighborhood		Hispanic		Neighborhood		Chinese		LGBT	

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Evaluation Points	Total Points Available	Bidder 9: Small Business Exchange		Bidder 10: West Portal Monthly		Bidder 11: El Reportero (LATE)		Bidder 12: Potrero View (LATE)		Bidder 13: San Francisco Bay View		Bidder 14: The Westram Edition (LATE)	
		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
<i>Evaluation factors per Admin. Code Sec. 2.81</i>													
Advertising Price	15.0	\$ 159.32	15.0	\$ 265.00	9.0	\$ 650.00	3.7	\$ 355.00	6.7	\$ 200.00	11.9	\$ 600.00	4.0
<i>Circulation as submitted</i>		18750	<i>per week</i>	20,000	<i>per month</i>	10,000	<i>per week</i>	9,000	<i>per month</i>	15,000	<i>per month</i>	25,000	<i>per quarter</i>
Circulation	10.0	2679	0.4	667	0.1	1429	0.2	300	0.1	500	0.1	278	0.0
Periodical Cost	5.0	\$ 2.00	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2
Published in Foreign Language	5.0	No	0	No	0	Yes	5	No	0	No	0	No	0
Total Evaluation Points	37.0		17.4		16.1		15.9		13.8		19.0		11.0
LBE Preference	10%	Yes	10%	No	0%	No	0%	No	0%	Yes	10%	No	0%
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	No	0%	No	0%	No	0%	No	0%
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			19.4		16.3		16.1		14.0		21.2		11.2

Ad Price Per Circulated Copy	\$ 0.01	\$ 0.01	\$ 0.07	\$ 0.04	\$ 0.01	\$ 0.02
Communities Served	African-American/Chinese/Hispan. Neighborhood	Hispanic	Neighborhood	Neighborhood	Neighborhood	Neighborhood

Awarded Last Year but didn't bid this year
~ contact and ask why they didn't bid and if they'd like to submit bids

NONE

Clearinghouse Bids for FY13-14

Minimum Qualifications	Bidder 4: Daily Journal	Bidder 9: Small Business Exchange
Provide service for 3 years prior to state, county or government agency	Yes	No
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order	Yes	Yes
Evaluation	15%	5%