

TC95441 Summary of Official Advertising and Clearinghouse Bids for FY15-16

CREATED May 27, 2015

Minimum Qualifications	Bidder 1 The Examiner	Bidder 2 SF Chronicle
Frequency of Publication: ability to place ads for at least 2 consecutive days	yes	yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court	yes	yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17)	yes	yes
Print Location: Printed in City and County on 3 or more days in a calendar week	yes	no (printed in Fremont, CA)

Evaluation Points					
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	The Examiner Bid	The Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$885.00	15	\$933.13	14.2
Circulation	10	162,448	9.3	175,324	10
Newsstand Price	5	Free	5	\$1.00 - \$3.00	0
Locally Owned and operated	2	No	0	No	0
Total Evaluation Points	32		29.3		24.2
LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	2% Net 30	2%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			29.6		25.0

Estimated Contract Value for FY15-16: \$36,000

San Francisco Chronicle is deemed non-responsive to minimum requirements according to Admin Code Section 2.81 because it is not printed locally.

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

In FY15-16 Bid Evaluation, *The Examiner* received **29.6** points out of 32 possible evaluation points. *The SF Chronicle* received **25.0** points .

The apparent high scorer is The Examiner.

In FY14-15, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. SF Chronicle was awarded the business for the remaining first half of the year after their contract for FY 13-14 was extended by one month, through July 31, 2014, in order to prevent interruption of service. The Examiner was awarded the business for the back half of the year.