

TC95319 Summary of Outreach Advertising and Clearinghouse Bids for FY15-16
27-May-15

Minimum Qualifications	Sing Tao Daily	Northside Publications (Marina Times)	Central City Extra	World Journal (LATE)	Bay Area Reporter	Small Business Exchange	El Reportero (LATE)	Potrero View	San Francisco Bay View	The Western Edition	San Francisco Bay Times	SF Weekly
Locally Owned?	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Printed in San Francisco?	No (South SF)	Yes	Yes	No (Millbrae)	Yes	Yes	No (San Jose)	Yes	No (Union City)	Yes	No (Samoa, CA)	Yes
Frequency of Publication?	Daily	Monthly	Monthly	Daily	Weekly	Weekly	Weekly	Monthly	Monthly	Quarterly	bi-weekly	Weekly
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but it wasn't the entire copy from the bid	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	No*	No*	Yes	No*	Yes	Yes	No*	Yes	Yes	No*	Yes	Yes
Circulation	15267	25000	8000	60000	27000	1256	10000	13,000	7700	20000	20000	70000
Verification of Circulation	Self (Notarized)	Printer Invoice	Printer Invoice	No	Circulation Audit Report/Publisher's Statement	Printer Invoice	Printer Invoice- only one and not for six months	Printer Letter	Printer Invoice	Printer Invoice	Printer Invoice	Self (Publisher letter)/Audit Letter/Audit Report
Map/Zip Codes Included?	Yes (Addresses)	Yes (Addresses)	Yes (Addresses)	Yes (Addresses)	Yes (Map/Zip)	Yes (Zip)	Yes (Circulation Route/Addresses)	Yes (Circulation Route)	Yes (Zip)	Yes (Addresses)	Yes (Addresses)	Yes (Addresses)
Outreach Community Served	Chinese	Neighborhood	Neighborhood	Chinese	LGBT	African-American	Hispanic	Neighborhood	African-American	Neighborhood	LGBT	African American/Hispanic/Chinese/LGBT)

* All bidders submitted at least one sample newspaper. Only Bay Area Reporter, Small Business Exchange, SF Bay Times, SF Weekly, Potrero View, San Francisco Bay View and Central City Extra submitted back issues to indicate continuous printing.

Evaluation Points		Sing Tao Daily		Northside Publications/Marina Times		Central City Extra		World Journal (LATE)		Bay Area Reporter	
	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price	15.0	\$ 330.00	9.1	\$ 460.00	6.5	\$ 325.00	9.2	\$ 284.00	10.6	\$ 380.00	7.9
Circulation as submitted		15,267	per day	25,000	per month	8,000	per month	60,000	per day	27,000	per week
Circulation	10.0	15267	2.5	833	0.1	267	0.0444	60000	10.0	3857	0.643
Periodical Cost	5.0	.60 - \$1.25	0	Free	5	Free	5	\$ 0.50	0	Free	5
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	No	0	Yes	2
Published in Foreign Language	5.0	Yes	5	No	0	No	0	Yes	5	No	0
Total Evaluation Points	37.0		18.6		13.7		16.3		25.6		15.5
LBE Preference	10%	No	0%	No	0%	No	0%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	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%	No	0.00%	Yes	1.25%
Total Points with Bid Discounts Applied			18.6		13.8		16.6		25.6		15.7
Ad Price Per Circulated Copy Communities Served		\$ 0.02 Chinese		\$ 0.02 Neighborhood		\$ 0.04 Neighborhood		\$ 0.005 Chinese		\$ 0.01 LGBT	

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Evaluation Points		Small Business Exchange		El Reportero (LATE)		Potrero View		San Francisco Bay View		The Western Edition		San Francisco Bay Times	
	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Evaluation factors per Admin. Code Sec. 2.81													
Advertising Price	15.0	\$ 200.00	15.0	\$ 519.04	5.8	\$ 550.00	5.5	\$ 200.00	15.0	\$ 500.00	6.0	\$ 225.00	13.3
Circulation as submitted		1256	per week	10,000	per week	13,000	per month	7,700	per month	20,000	per quarter	20,000	per month
Circulation	10.0	179	0.0	1429	0.2	433	0.1	257	0.0	222	0.0	667	0.1111
Periodical Cost	5.0	\$250/year	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	Yes	5	No	0	No	0	No	0	No	0
Total Evaluation Points	37.0		17.0		18.0		12.5		22.0		13.0		20.4
LBE Preference	10%	Yes	10%	No	0%	No	0%	Yes	10%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	1%30Net31	1%	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			19.1		18.2		12.7		24.5		13.2		20.7

Ad Price Per Circulated Copy	\$ 0.16	\$ 0.05	\$ 0.05	\$ 0.04	\$ 0.03	\$ 0.03
Communities Served	African-American	Hispanic	Neighborhood	African-American	Neighborhood	LGBT

Evaluation Points		SF Weekly	
	Total Points Available	Bid	Points
Evaluation factors per Admin. Code Sec. 2.81			
Advertising Price	15.0	\$ 409.00	7.3
Circulation as submitted		70000	per week
Circulation	10.0	10000	1.6667
Periodical Cost	5.0	Free	5
Locally Owned & Operated	2.0	No	0
Published in Foreign Language	5.0	No	0
Total Evaluation Points	37.0		14.0
LBE Preference	10%	No	0%
Prompt Payment Discount	max 2% Net 30	No	0%
Sales Tax Discount	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			14.2

Ad Price Per Circulated Copy	\$ 0.01
Communities Served	African-American/Chinese/Hispanic
Awarded Last Year but didn't bid this year	West Portal Monthly
~ contact and ask why they didn't bid and if they'd like to submit bids	

Clearinghouse Bids for FY15-16	
Minimum Qualifications	Daily Journal
Provide service for 3 years prior to state, county or government agency	Yes
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
Evaluation	15%