

Summary of Official Advertising Bids for Fiscal Year 2016-2017 (TC95442)

CREATED May 17, 2015

ADVERTISING		
Minimum Qualifications (Meeting all minimum qualifications certifies that they are "responsible")	SF Examiner	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 50,000 copies per calendar week. Declaration re: Home Deliveries (form P-17)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week	Yes	NO (printed in Fremont, CA)
Responsive (All required bid documents submitted on/before the specified deadline)	Yes	NO (20 days late)

Estimated Contract Value for FY15-16: \$420,000.00 (Advertising Only)

San Francisco Chronicle is deemed non-responsive as it was submitted past the deadline and not responsible as it does not minimum requirements according to San Francisco Administrative Code Section 2.80 because it is not printed in the City and County of San Francisco.

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

In the Fiscal Year 2015-2016 Bid Evaluation, SF Examiner received 29.6 points as their evaluation score. The SF Chronicle received 25.0 points as their evaluation score.

The apparent highest score belongs to SF Examiner, with an evaluation score of 29.4 points.

In Fiscal Years 2015-2016 and 2014-2015, 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.

Evaluation Scores					
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Examiner Bid	SF Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$885.00	15	\$973.05	13.6
Circulation	10	146,965	9	162,725	10
Newsstand Price	5	\$0.00 (FREE)	5	\$1.50 - \$3.00	0
Locally Owned and operated	2	NO	0	NO	0
Total Evaluation Points	32		29		23.6

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			29.4		24.4