



File #160579
Received in Committee
6/16/16

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A dministration

Official Advertising and
Outreach Advertising
Contracts
Fiscal Year 2016-2017
June 16, 2016



Official Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$420,000 (Advertising only)
- Contract duration: July 1, 2016 – June 30, 2017
- Bidders: San Francisco Examiner and SF Chronicle
- San Francisco Examiner had highest evaluation score and is the only responsive bidder who met all qualifications as set forth in the Administrative Code



Official Advertising Bid Evaluation

Fiscal Year 2016 - 2017

Scoring Criteria per Admin. Code 2.81	Total Available Points	San Francisco Examiner Bid	San Francisco Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price Per Line		\$3.75		\$4.99	
Price for Sample Ads	15	\$885.00	15	\$973.05	13.6
Circulation SF	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		29.0		23.6
Total Points with Bid Discounts Applied			29.4		24.4

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Outreach Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$20,000 (Advertising Only)
- Contract duration: July 1, 2016 – June 30, 2017
- OCA reached out to 49 local periodicals with the bid opportunity and received a total of 10 bids. 1 bid was withdrawn at the request of the bidder.

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Outreach Advertising Fiscal Year 2016 – 2017

Bid Evaluation Overview

Bidder	Communities Served	Circulation	Distribution (Hard Copy)	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
San Francisco Print Media Co. DBA SF Weekly	African-American (AA)	64,100	Weekly	\$409.00	\$0.01	22.6	YES
San Francisco Bay View	African-American (AA)	7,700	Monthly	\$200.00	\$0.03	22.6	NO*
Small Business Exchange	African-American (AA)	1,000	Weekly	\$200.00	\$0.20	19.3	YES
Sing Tao Daily	Chinese (Ch)	14,300	Daily	\$330.00	\$0.02	30	NO*
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	64,100	Weekly	\$409.00	\$0.01	23.8	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	64,100	Weekly	\$409.00	\$0.01	30.4	YES
El Reportero	Hispanic (H)	10,000	Weekly	\$500.00	\$0.05	26.2	YES
San Francisco Print Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	64,100	Weekly	\$409.00	\$0.01	29.3	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	23,600	Weekly	\$380.00	\$0.02	26	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) - Marina/Cow Hollow	25,000	Monthly	\$470.00	\$0.02	27.7	YES
Central City Extra	Neighborhood (N) - Tenderloin / Central Market	8,000	Monthly	\$325.00	\$0.04	25.8	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	13,000	Monthly	\$600.00	\$0.05	20.6	YES

*Periodical is printed outside of the City limits and/or not printed frequently enough per Administrative Code 2.80-1 (C)