

Summary of Outreach Advertising and Clearinghouse Services Bids For Fiscal Year 2017-2018

Outreach Advertising		2		3		5		5		6		8		5		9		1		5	
Evaluation Points		San Francisco Bay View		Small Business Exchange		San Francisco Print Media Co. (DBA SF Weekly)		San Francisco Print Media Co. (DBA SF Weekly)		World Journal SF LLC		Sing Tao Daily		San Francisco Print Media Co. (DBA SF Weekly)		El Reportero		Bay Area Reporter - LGBT		San Francisco Print Media Co. (DBA SF Weekly)	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		African American (AA)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.01		\$0.01		\$0.01		\$0.01		\$0.01		\$0.03		\$0.01		\$0.06		\$0.01		\$0.01	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>		Total Points Available		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$409.00	7.33	\$409.00	7.33	\$296.00	10.14	\$330.00	9.09	\$409.00	7.33	\$624.00	4.81	\$380.00	7.89	\$409.00	7.33
Circulation as submitted		15,500/wk		15,000/wk		70,000/wk		70,000/wk		52,000/day		13,053/day		70,000/wk		10,000/wk		27,000/wk		70,000/wk	
Daily Circulation (Avg)	10.0	517	0.10	2143	0.41	10,000	1.92	10,000	1.92	52,000	10	13,053	2.51	10,000	1.92	1,429	0.27	3,857	0.74	10,000	1.92
Periodical Cost	5.0	\$0.00	5	95% Complimentary	5	\$0.00	5	\$0.00	5	\$0.50	0	\$6 - \$1.25	0	\$0.00	5	\$0.00	5	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	NO	0	NO	0	YES	2	NO	0	YES	2	YES	2	NO	0
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	YES	5	YES	5	NO	0	YES	5	NO	0	NO	0
Total Evaluation Points	37.0		22.1		22.4		14.3		14.3		25.1		18.6		14.3		17.1		15.6		14.3
LBE Preference	10%	NO	0%	NO	0%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	1% 10 NET 30	1%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	YES	1.25%	NO	1.25%	NO	1.25%	NO	0	NO	0	NO	1.25%	YES	1.25%	Yes	1.25%	NO	1.25%
Total Points with Bid Discounts Applied			22.4		22.9		14.4		14.4		25.1		18.6		14.4		17.3		15.8		14.4

Outreach Advertising		7		10	
Evaluation Points		The Potrero View		Jasmine Blue Media, LLC (DBA Marina Times)	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		Neighborhood (N) - Potrero Hill/ Bayview/ Mission Bay/ SOMA		Neighborhood (N) - Marina and Cow Hollow	
Ad Price Per Circulated Copy (\$)		\$0.05		\$0.03	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>		Total Points Available		Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$600.00	5	\$540.00	5.56
Circulation as submitted		13,000/mo		20,000/mo	
Daily Circulation (Avg)	10.0	433	0.08	667	0.13
Periodical Cost	5.0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0
Total Evaluation Points	37.0		12.1		12.7
LBE Preference	10%	NO	0	NO	0%
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			12.2		12.8

4	
Clearinghouse Services (Award to Lowest and Responsive and Responsible [meets MQs] Bidder)	
Minimum Qualifications (MQs)	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 - online status tracking	YES
Responsive (Submitted all required documents by Bid Due Date)	YES
Commission Rate (%)	15%