

TC 95445 Official Advertising Services FY19-20
Bid Comparison

ADVERTISING	1	2
Minimum Qualifications (must establish has met them for at least 4 weeks prior to bid opening of 4/1/2019)	San Francisco Chronicle	San Francisco Print Media Co (The SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 66.I.MQ2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 66.I.MQ5)	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 66.I.MQ6 and Attachment B)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 66.I.MQ7)	NO (printed in Fremont, CA)	Yes
Responsive (All required bid documents submitted on/before deadline)	NO (printed in Fremont, CA)	Yes

ADVERTISING	Responsive? / Responsible?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	YES/NO	\$6.25	\$1,175 (188 lines)		2.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES/YES	\$3.75	\$885 (236 lines)	-25%	0.00%

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

ADVERTISING	Evaluation Scores				
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	The SF Examiner Points
Advertising Price (per 76.A.1)	15	\$1,175.00	11.3	\$885.00	15.0
Circulation (per 76.A.2)	10	1,134,723	10	391,410	3
Newsstand Price (per 76.A.3)	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (76.A.4)	2	NO	0	NO	0
Total Evaluation Points	32		21.3		23

		SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	The SF Examiner Points
LBE Preference (per 76.A.5)	10%	NO	0%	NO	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	0% Net 30	0%
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			21.99		23.74