

Summary of Outreach Advertising Services Bids For Fiscal Year 2019-2020 (TC 95323)

Outreach Advertising		1		2		3		4		5		6	
Evaluation Points		Small Business Exchange		San Francisco Bay View		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter - LGBT	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.09		\$0.30		\$0.01		\$0.03		\$0.61		\$0.12	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$320.00	9.38	\$330.00	9.09	\$875.00	3.43	\$450.00	6.67
Circulation as submitted		15,000/wk		20,000/mo		1,324,000/mo		10,385/day		10,000/wk		27,000/wk	
Daily Circulation (Avg)	10.0	2143	0.43	667	0.13	50,000	10	10,385	2.077	1,428	0.29	3,857	0.77
Periodical Cost	5.0	95% Complimentary	5	95% Complimentary	5	\$0.50	0	\$0.60 - \$1.25	0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	NO	0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	YES	5	YES	5	YES	5	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>22.4</b>		<b>22.1</b>		<b>24.4</b>		<b>16.2</b>		<b>15.7</b>		<b>14.4</b>
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	NO	0	NO	0	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>22.7</b>		<b>22.4</b>		<b>24.4</b>		<b>16.2</b>		<b>15.9</b>		<b>14.6</b>

Outreach Advertising		7		8	
Evaluation Points		Jasmine Blue Media, LLC (DBA Marina Times)		The Potero View	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		Neighborhood (N) - Marina and Cow Hollow		Neighborhood (N) - Marina and Cow Hollow	
Ad Price Per Circulated Copy (\$)		\$0.86		\$1.70	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$575.00	5.22	\$625.00	4.80
Circulation as submitted		20,000/mo		11,000/mo	
Daily Circulation (Avg)	10.0	667	0.13	367	0.07
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
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>12.4</b>		<b>11.9</b>
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%
<b>Total Points with Bid Discounts Applied</b>			<b>12.5</b>		<b>12.0</b>