

TC 95446 Official Advertising Services FY20-21  
 Bid Comparison

ADVERTISING	1	2
<b>Minimum Qualifications</b> ( <i>must establish has met them for at least 4 weeks prior to bid opening of 2/21/2020</i> )	San Francisco Chronicle	San Francisco Print Media Co. (DBA The SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days ( <b>from 69.I.MQ2</b> )	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court ( <b>from 69.I.MQ5</b> )	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from <b>69.I.MQ6 and Attachment B</b> )	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week ( <b>per 69.I.MQ7</b> )	NO (printed in Fremont, CA)	Yes
<b>Responsive</b> (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)		0.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES/YES	\$3.75	\$888.75 (237 lines)	-24%	0.00%

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

ADVERTISING	Evaluation Scores				
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
Advertising Price ( <b>per 78.A.1</b> )	15	\$1,175.00	11.3	\$888.75	15.0
Circulation ( <b>per 78.A.2</b> )	10	221,724	5.7	391,410	10
Newsstand Price ( <b>per 78.A.3</b> )	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated ( <b>78.A.4</b> )	2	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>32</b>		<b>17.0</b>		<b>30</b>

		SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
LBE Preference ( <b>per 78.A.5</b> )	10%	NO	0%	NO	0%
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	0% Net 30	0%
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>17.22</b>		<b>30.38</b>