

LEGAL ADVERTISING SERVICES			
	Criteria	Bidder 1	Bidder 2
1	Name of newspaper submitting bid	San Mateo Daily Journal	San Mateo County Times (Parent company is Bay Area News Group; unclear - Mercury News?)
2	Date Submitted	9/16/24 Deadline met	9/19/24 Deadline met
3	Questions submitted	None	None
4	Pages (not to exceed 10)	3	8
5	<p>A. Newspaper's Qualification and Experience Each proposal should clearly state the following:</p> <p>1. Name of the proposing newspaper. 2. Daily circulation of the newspaper company ("company"). 3. Location of the office from which the work on this engagement is to be performed.</p>	<p>1. San Mateo Daily Journal</p> <p>2. Circulation: #6 days per week on the following days: <i>Monday, Tuesday, Wednesday, Thursday, Friday, Saturday</i></p> <p>Average Circulation in the County of San Mateo: 250,000</p> <p>3. Location: 1720 S. Amphlett Blvd., Ste 123, San Mateo CA 94402</p>	<p>1. San Mateo County Times</p> <p>2. Circulation: # 7 days per week on the following days: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.</p> <p>Average Circulation in the County of San Mateo: 3,653 daily / 10,488 Sunday</p> <p>3. Location: 75 E. Santa Clara St. San Jose, CA 95113</p>
6	<p>B. Status of Vendor's Newspaper Each vendor shall include a copy of the official court order adjudicating the newspaper to be a newspaper of general circulation in the either the</p>	<p>Adjudication referenced, but missing: <i>The San Mateo Daily Journal is adjudicated as a newspaper of general circulation in the City of San Mateo (San Mateo County Court File #CIV453252). A</i></p>	<p>Adjudication included in submission</p>

	City of San Mateo or the County of San Mateo.	<i>copy of this document is attached with this proposal.</i>	
7	C. Advertising Staff The company should identify and keep the City up-to-date with the specific newspaper staff and contact information for those assigned to legal advertising.	Joy Uganiza Jerry Lee	Michelle Sloan
8	D. Costs 1. The rates to be charged to the City shall be designated for column inch. The proposal must also state the number of lines per column inch, as well as average word count per column inch. The lowest rate will be determined on the basis of the lowest price per column inch, regardless of the number of words per line. 2. Specify any volume or other discounts available to be offered to the City. 3. Note any rush or late submittal fees, if applicable. Note: Vendor must complete Attachment A and submit it with proposal.	1. \$19.48 per column inch for single notice for first publication \$19.48 per column inch for single notice for second publication \$19.48 per column inch for single notice for additional publications Average #words per column inch (not listed) 2. None 3. None Att. A included	1. \$12.98 per column inch for single notice for first publication \$12.98 per column inch for single notice for second publication \$12.98 per column inch for single notice for additional publications Average # 44 words per column inch 2. None 3. None Att. A included
9	E. Publishing Schedule	Table included in submission	Table included in submission

	Provide details on your publishing schedule. Which days do you publish? Does your paper publish a weekend edition?		
10	F. Deadline for Publication Provide details on your newspaper's deadlines (day and time of day) to place the advertisement in the paper. What is the turnaround time, and how much in advance does your paper need the advertisement before publishing?	Table included in submission	Table included in submission
11	G. Process for Advertisement Submittal Succinctly describe the steps in the process for placing an advertisement with your paper. Do not include any marketing materials.	<u>Process for Advertising Submittal</u> <i>All legal notices are submitted via email to office@smdailyjournal.com and ads@smdailyjournal.com Every listing is provided a proof via email as well as an affidavit of publication via email or snail mail. Deadline is 1 pm for the next publish date for the Classifieds section (under the section "Public Notices"). Deadline is 1 pm two days in advance for Main News section display ads. Holidays often have exceptions to the above schedule.</i>	<u>Process for Advertisement Submittal</u> <i>Submissions will be submitted via email to SMCTlegals@bayareanewsgroup.com and one of our Legal Coordinators, Anashia Lloyd or Toni Carranza, will assist you and process the notice accordingly.</i>
12	H. Similar Engagements with Other Government Entities	Att. B included in submittal San Bruno	Att. B included in submission City of Livermore

	List the most significant engagements performed in the last five (5) years that are most similar to the engagement described in this Request for Proposals. Indicate the names and telephone numbers of principal client contacts as professional references using Attachment B of this Request for Proposals.	Redwood City San Carlos	City of Pleasanton City of Alameda
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------	---------------------------------------

RFP OPENING: September 6, 2024

Summary of City of San Mateo's Total Advertising Expenses, by Year

Fiscal Year	Total Spent on Advertising
2018	\$38,462
2019	\$18,280.82
2020	\$38,263.15
2021	\$34,374.58
2022	\$18,305.70
2023	\$29,125.66
2024	\$22,600.15