

## Newspaper/Periodical Advertising Procedures

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Appendix A: Department Outreach Fund index codes

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**WARNING** Do not use these term contracts for any advertising paid for with Federal, State or Special Funds.

Term contracts may contain provisions that conflict with Federal or State provisions. City departments must contact their assigned City Attorney for applicable provisions, procedures and relevant fund requirements. You may also wish to contact the grantor for advice.

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## Newspaper/Periodical Advertising Procedures

### 1. Designated Papers

#### a. Official Advertising

The Board of Supervisors has designated San Francisco Examiner, to be the official paper for Fiscal Year 2016 - 2017 for official advertising.

**San Francisco Examiner: July 1, 2016 through June 30, 2017**

San Francisco Examiner publishes six days a week, with no edition on Saturday.

#### b. Outreach Advertising:

The Board of Supervisors has designated the following periodicals, to be the outreach periodicals for Fiscal Year 2016 - 2017 for outreach advertising.

**July 1, 2016 through June 30, 2017**

##### **Periodicals Printed Weekly**

**San Francisco Bay View (African American Community)**

**SF Weekly (African American/Hispanic/Chinese/LGBT Communities)**

**Small Business Exchange (African American Community)**

**Sing Tao Daily (Chinese Community)**

**El Reportero (Hispanic Community)**

**Bay Area Reporter (LGBT Community)**

##### **Periodicals Printed Monthly**

**Marina Times (Marina/Cow Hollow Neighborhood)**

**Central City Extra (Tenderloin/Central Market Neighborhood)**

**The Potrero View (Potrero Hill/Bayview/Mission Bay/SOMA)**

### 2. Types of Advertising, and the Prices

The City's advertising falls into these categories:

**Official:** Required by the City's Administrative Code to be published in the official newspaper. The ads appear in the "Legal Notices" section of the papers, which are charging these prices:

**San Francisco Examiner**                      \$3.75 per line

**Outreach:** Only the Clerk of the Board can place ads for "outreach advertising." The formal definition appears in Admin. Code Section 2.80-1(d):

## Newspaper/Periodical Advertising Procedures

“Outreach Advertisement” shall be an advertisement placed in the selected outreach periodicals one time per week. This advertisement shall be no larger than four inches wide by six inches high and shall be prepared by the Clerk of the Board of Supervisors at the direction of the Board. The Clerk shall select and include in each week’s advertisement those major items pertaining to governmental operations for that week

**Other:** This is the catch-all category for all other kinds of advertising, such as recruitment.

To place outreach advertising, you work with the Clerk of the Board. To place official advertising, you would work with the Daily Journal Corporation as described in the next section. To place other types of advertising, see paragraph 8 below.

The prices below are an average price per advertisement composed of approximately 60 lines.

### **Periodicals distributed Weekly**

**San Francisco Bay View (African American Community): \$200.00**

**SF Weekly (African American/Hispanic/Chinese and LGBT Communities): \$409.00**

**Small Business Exchange (African American Community): \$200.00**

**Sing Tao Daily (Chinese Community): \$330.00**

**El Reportero (Hispanic Community): \$500.00**

**Bay Area Reporter (LGBT Community): \$380.00**

### **Periodicals distributed Monthly**

**Marina Times (Marina/Cow Hollow Neighborhood): \$470.00**

**Central City Extra (Tenderloin/Central Market Neighborhood): \$325.00**

**The Potrero View (Potrero Hill/Bayview/Mission Bay/SOMA): \$600.00**

### **3. You work with the Daily Journal Corporation rather than a newspaper/periodical**

One company handles all advertising for all papers. Contact the Daily Journal Corporation (the California Newspaper Service Bureau) if you have questions:

To place an ad: (800) 788-7840 ext. 5532 Glenda\_Sobrique@dailyjournal.com  
Ad Placement

Account questions: ext. 5530 Ari\_Gutierrez@dailyjournal.com  
Government Advertising Director

Invoice questions: ext. 5526 new\_account@dailyjournal.com  
Karen Hurley, Accounts Receivable

## Newspaper/Periodical Advertising Procedures

### 4. Placing an official ad via the Web: online ad placement using AdTech

To place an official ad, the best and fastest way is to use the Daily Journal Corporation's free web site, AdTech. The URL is:

<http://adtech.dailyjournal.com>

If you don't use AdTech yet and would like to learn how, please contact Ari Gutierrez via email or phone. She'll tell you about ad placement, budget tracking reports and archived ads.

### 5. Formatting the ad

You are charged by the typeset line. Consider the following to keep your ad short and your costs down:

- Avoid skipping lines between items or paragraphs.
- Use abbreviations and short formats, such as:

SF	instead of	San Francisco
CCSF		City and County of San Francisco
Dept		department
Govt		government
1-1-15		January 1, 2015
Sec. or §		section
Svc		service

- Avoid unnecessary language, such as "The \_\_\_\_\_ department of the City and County of San Francisco is seeking ..." Your department name will probably appear at the end of the ad as part of the contact information. And if the title of the ad is "RFP for \_\_\_\_\_" then you probably don't need to say much more about the services in the body of the ad.
- If there is Internet information on the subject, such as the City's bid database or perhaps your department's home page, say less in the ad and include the URL of the location where the information is on the Internet. The bid database's URL is:

<http://mission.sfgov.org/OCABidPublication>

### 6. How to pay for an official ad

The invoice from the Daily Journal divides the cost of the ad into two portions, 90% and 10% of the total cost.

## Newspaper/Periodical Advertising Procedures

You pay 90% to the Daily Journal by submitting Document Type OA (Advertising Expenses) in FAMIS-Accounting, specifying the following:

Transaction code: 210  
Vendor number: 06031  
Vendor name: Daily Journal Corp.

Increase the expenses of your department to fund the income to the outreach fund.

Transaction code: 405  
No vendor

You pay 10% into the outreach advertising fund by submitting Document Type OA (Advertising Expenses) in FAMIS-Accounting, specifying the following:

Transaction code: 408  
Index code: See appendix A

### 7. How to place an outreach ad

#### a. General

If you would like to run an ad in an outreach paper, you have a choice. You should contact the Clerk of the Board to place the ad as “outreach advertising,” paid for out of a special fund managed by the Clerk. You won’t have to pay for it. The ad will run in all outreach papers as part of a group of news items compiled by the Clerk’s office.

The following information can be included in the outreach advertisement:

- Information about your department; any accomplishments that you want to share with the public.
- Alerts: items about disease prevention, fire prevention, and crime prevention, etc.
- Information about future events, seminars, or sessions that you wish the public to attend.

The outreach ads run anywhere from one week to three weeks after the information is submitted to the periodicals (this variation is due to when an Outreach Periodical is printed and how often it is printed and distributed), so the material should not be urgent news.

Send an e-mail with “For Outreach Ad” in the Subject line to:

[rachel.gosiengfiao@sfgov.org](mailto:rachel.gosiengfiao@sfgov.org)

## Newspaper/Periodical Advertising Procedures

If you don't want your ad to be part of the information the Clerk runs in the outreach papers, then it won't qualify as "outreach advertising" and you can place the ad yourself by contacting the Daily Journal as described in item 3 and then paying the invoice as described in the next section.

### b. Schedule

**Publication schedule:** The City publishes outreach ads on the first and third **Thursdays or Fridays** of each month. This schedule is subject to change.

Please submit your text by **Monday** before 5 p.m., of the **week prior to when you want the ad to appear**. Earlier is better. The ad will normally appear in all outreach papers by the end of the following week.

## 8. How to pay for other types of advertising

For advertising that does not meet the Administrative Code's definitions of "official advertising" or "outreach advertising," you may use the Daily Journal Corporation or you may work directly with the publication. To pay for other advertising, please do any of the following:

- Create a Departmental Purchase Order (Prop. Q order) for up to \$10,000 in spending during the fiscal year.
- Submit a Departmental Blanket to Purchasing for spending over \$10,000 during the fiscal year. The Purchasing Authority is "NOS," and you will need to submit a Sole Source Waiver Request form justifying how you selected the publication you want to use.

Ask the publication if they offer discounted rates to advertisers that spend as much money as your department plans to spend during the year.

**Do not use Document Type OA in FAMIS-Accounting. This is used only to pay for official advertising.**

Follow this method for any type of advertising, **except official and outreach**, that you would like to appear in either of the official newspapers (at any time of year), any of the outreach periodicals, or any other publication.

## 9. We are phasing out one of the Daily Journal's vendor numbers

The Daily Journal has two records in the vendor file

- 06031 Use this one.
- 04279 DO NOT use this one.

## Newspaper/Periodical Advertising Procedures

The 04279 number is a leftover from the California Newspaper Service Bureau, which was bought by the Daily Journal.

### 10. For more information

#### a. Official ads

Contact the Daily Journal Corporation, as described in Item 3.

#### b. Outreach ads

Contact Rachel Gosiengfiao in the Clerk's office at 554-7703 or [rachel.gosiengfiao@sfgov.org](mailto:rachel.gosiengfiao@sfgov.org)

#### c. Other ads

If you want to place the ad through the Daily Journal Corporation, call them. If you want to place the ad directly with the newspaper, call the newspaper.

#### d. About the contract

Contact David Bui in the Office of Contract Administration at [david.bui@sfgov.org](mailto:david.bui@sfgov.org)

### 11. Deadlines for submitting ads to the Examiner and Chronicle

See next page. The deadlines are the number of business days before you want the ad to run. For example, if you want an official ad to run in the Friday edition of the Examiner, you must input the ad into AdTech by 3 p.m. Wednesday.

## Newspaper/Periodical Advertising Procedures



### CITY AND COUNTY OF SAN FRANCISCO DEADLINES for IN-COLUMN OFFICIAL ADVERTISING\*

#### SAN FRANCISCO EXAMINER

JULY 1, 2016 to June 30, 2017

<u>PUBLICATION DAY</u>	<u>STANDARD DEADLINE**</u>	<u>Clerk of the Board Late Notices</u>
Wednesday	Monday 1:00 PM	
Thursday	Tuesday 1:00 PM	
Friday	Wednesday 1:00 PM	Thursday by 11:30 AM
Saturday	– No Publication –	
Sunday	Thursday 1:00 PM	Friday by 11:30 AM, Confirm by 4 PM
Monday	Thursday 1:00 PM	
Tuesday	Friday 1:00 PM	

#### AD PLACEMENT CLEARINGHOUSE

AD COORDINATOR:	<a href="mailto:Glenda_Sobrique@DailyJournal.com">Glenda_Sobrique@DailyJournal.com</a>	800-788-7840 ext. 5532
ACCOUNT MANAGER:	<a href="mailto:Fay_Locsin@DailyJournal.com">Fay_Locsin@DailyJournal.com</a>	415-296-2456
ADTECH SUPPORT:	<a href="mailto:Shant_Ghahreman@DailyJournal.com">Shant_Ghahreman@DailyJournal.com</a>	800-788-7840 ext. 5562
ACCOUNTS RECEIVABLE:	<a href="mailto:Karen_Hurley@DailyJournal.com">Karen_Hurley@DailyJournal.com</a>	800-788-7840 ext. 5526
CONTRACT MANAGER:	<a href="mailto:Ari_Gutierrez@DailyJournal.com">Ari_Gutierrez@DailyJournal.com</a>	800-788-7840 ext. 5530
	EMERGENCY CONTACT	213-220-5530

AdTech Ad Placement & Tracking Internet Portal: <http://adtech.dailyjournal.com>

*Use of the proprietary software, AdTech, is provided at no charge to an unlimited number of users.*

*To request a unique username and training per user, please contact the Account Manager.*



## Newspaper/Periodical Advertising Procedures

The index code is your department's 3-letter code plus 2SGSFORF.

#	DEPARTMENT		INDEX CODES
60	Academy of Science	SCI	SCI2SGSFORF
13	Adult Probation	ADP	ADP2SGSFORF
27	Airport Commission	AIR	AIR2SGSFORF
28	Art Commission	ART	ART2SGSFORF
62	Asian Arts Museum	AAM	AAM2SGSFORF
02	Assessor	ASR	ASR2SGSFORF
01	Board of Supervisors	BOS	BOS2SGSFORF
19	Building Inspection Commission	DBI	DBI2SGSFORF
23	Child, Youth & Family	CHF	CHF2SGSFORF
03	City Attorney	CAT	CAT2SGSFORF
29	City Planning	CPC	CPC2SGSFORF
30	Civil Service Commission	CSC	CSC2SGSFORF
09	Controller	CON	CON2SGSFORF
04	District Attorney	DAT	DAT2SGSFORF
21	Economic and Workforce Development	ECN	ECN2SGSFORF
80	Elections Commission	REG	REG2SGSFORF
77	Emergency Management	ECD	ECD2SGSFORF
22	Environment Commission	ENV	ENV2SGSFORF
18	Ethics Commission	ETH	ETH2SGSFORF
61	Fine Arts Museum	FAM	FAM2SGSFORF
31	Fire Department	FIR	FIR2SGSFORF
08	General City	GEN	GEN2SGSFORF
08	General Unallocated	UNA	UNA2SGSFORF
70	GSA - Real Estate	ADM	RES2SGSFORF
70	GSA - Dept. of Consumer Assurance	ADM	AGW2SGSFORF
70	GSA - Animal Control	ADM	ANC2SGSFORF
70	GSA - Convention Facilities	ADM	CFM2SGSFORF
70	GSA - Medical Examiner	ADM	CME2SGSFORF
90	GSA - DPW	DPW	DPW2SGSFORF
32	Hetch-Hetchy (PUC)	HHP	HHP2SGSFORF
33	Human Resources	HRD	HRD2SGSFORF
34	Human Rights Commission	HRC	HRC2SGSFORF
45	Human Services	DSS	DSS2SGSFORF
12	Juvenile Probation	JUV	JUV2SGSFORF
63	Law Library	LLB	LLB2SGSFORF
40	Light, Heat and Power	LHP	LHP2SGSFORF
25	Mayor's Office	MYR	MYR2SGSFORF
36	MTA-Parking and Traffic	PTC	PTC2SGSFORF
35	MTA-Public Transportation	DPT	DPT2SGSFORF
37	Permit Appeals	PAB	PAB2SGSFORF
#	DEPARTMENT		INDEX CODES
38	Police Commission	POL	POL2SGSFORF
39	Port Commission	PRT	PRT2SGSFORF
05	Public Defender	PDR	PDR2SGSFORF
82	Public Health- Community Mental Health	HPH	HMH2SGSFORF

## Newspaper/Periodical Advertising Procedures

81	Public Health- SFGH	HCN	HGH2SGSFORF
82	Public Health-Community Health Service	HPH	HCH2SGSFORF
81	Public Health-LHH	HCN	HLH2SGSFORF
41	Public Library	LIB	LIB2SGSFORF
40	Public Utilities Commission	PUC	PUC2SGSFORF
42	Rec & Park	REC	REC2SGSFORF
65	Rent Stabilization Bd	RNT	RNT2SGSFORF
44	Retirement System	RET	RET2SGSFORF
14	SFCCD	CCD	CCD2SGSFORF
07	SFUSD	USD	USD2SGSFORF
06	Sheriff	SHF	SHF2SGSFORF
48	Status of Women	WOM	WOM2SGSFORF
35	Taxi Commission	TXC	TXC2SGSFORF
08	Treasurer/Tax Collector	TTX	TTX2SGSFORF
10/11	Trial Courts	CRT	CRT2SGSFORF
46	War Memorial	WAR	WAR2SGSFORF
40	Waste Water (PUC)	CWP	CWP2SGSFORF
47	Water (PUC)	WTR	WTR2SGSFORF