

RFP 017-057, 6100008611 Recruitment Advertising & Websites Services for SAPD Score Summary	Maximum Points	esd digital marketing 1202 W. Bitters, Bldg. 9 San Antonio, TX 78216	HeartFire Media, LLC. 816 Camaron ST. 240 San Antonio TX 78212	On Advertising, Inc. 101 N. 1st Ave. Suite 2000 Phoenix, AZ 85003	SIP Creatives 110 E. Houston St, 8th Floor San Antonio, Texas 78205
A - Experience, Background, Qualifications	25	8.33	6.83	8.50	23.67
B - Proposed Plan	30	9.67	7.67	8.00	29.17
A - B SUB-TOTAL	55	18.00	14.50	16.50	52.83
C - Price Schedule	10	5.49	8.40	10.00	8.34
D - SBEDA -Prime Contract Program	20	0.00	20.00	0.00	10.00
E - Local Preference Program	10	10.00	10.00	0.00	10.00
F - VOSB Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	33.49	52.90	26.50	81.17
RANK BASED ON TOTAL SCORE		3.00	2.00	4.00	1.00