

20



Departmental Purchase Requisition

Company Clear Channel
 Address 4830 North Loop 1604 W suite 11
 City San Antonio
 State TX Zip/Postal Code 78249
 Country US

Budget Number Texoma HIDTA 21 Prevention
 Request Date 02/04/22
 Phone Number _____
 Fax Number _____
 Contact Name _____

Item No.	Description	Quantity	Unit Cost	Amount
1	Display Boards 12 Weeks 03/07/21-5/1/22	1	\$34,571.00	\$34,571.00
2	Panel ID 003797 14'x48'	1		\$0.00
3	Panel ID 006520 14'x48'	1		\$0.00
4	Panel ID 00660 14'x48'	1		\$0.00
5	Panel ID 040911 12'.3"x24'6"	1		\$0.00
6	Panel ID 045368 12'3"x24'6"	1		\$0.00
7	panel id 078846 14'x48' per quote dated 02/03/22	1		\$0.00
Comments <u>PO 2021 SP-SW Billboard Campaign -Services</u>		Subtotal		\$34,571.00
		Shipping Charge		
		Total		\$34,571.00

Steven Brandt

Authorized by Official/Department Head

Date: 2/4/22

Return To: Navarro County Auditor's Office
601 North 13th Street, Suite 6
Corsicana, Texas 75110

Auditor Use Only

Vendor No: _____
 Purchase Order No: _____
 G/L Account No: _____
 Auditor Approval: _____

Entity Information Search Results 1 Total Results

Filter by:

Entity Name	Status
"Clear Channel Outdoor Inc"	active
"CLEAR CHANNEL-OUTDOOR LLC"	

CLEAR CHANNEL OUTDOOR, LLC • Active Registration

Entity

DUNS Unique Entity ID: 800456175

Physical Address:

Expiration Date:

SAM Unique Entity ID: DPD1FKKGA3

2325 E Camelback Rd Ste 400
Phoenix, AZ

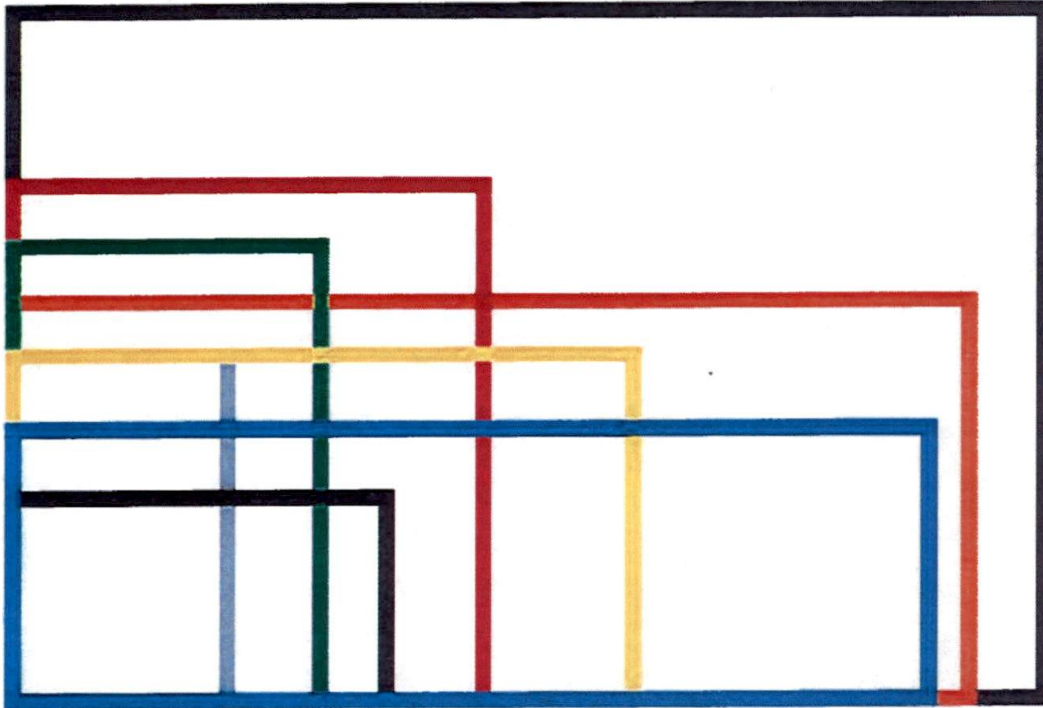
Jul 09, 2022

CAGE/NCAGE: 5F5T3

85016 USA

Purpose of Registration:

All Awards



DALLAS HIDTA

February 3, 2022

Clear Channel Outdoor

Ashley Dunham
12852 Westheimer Rd.
Houston TX 77077

ashleydunham@clearchannel.com



Flight Name: DALLAS HIDTA

Start Date: March 7, 2022

Market Name: Dallas-Ft.Worth TX

End Date: May 29, 2022

Market Type: DMA

Duration: 12 Weeks

ALL UNITS ARE ILLUMINATED FROM DUSK TO MIDNIGHT ONLY.

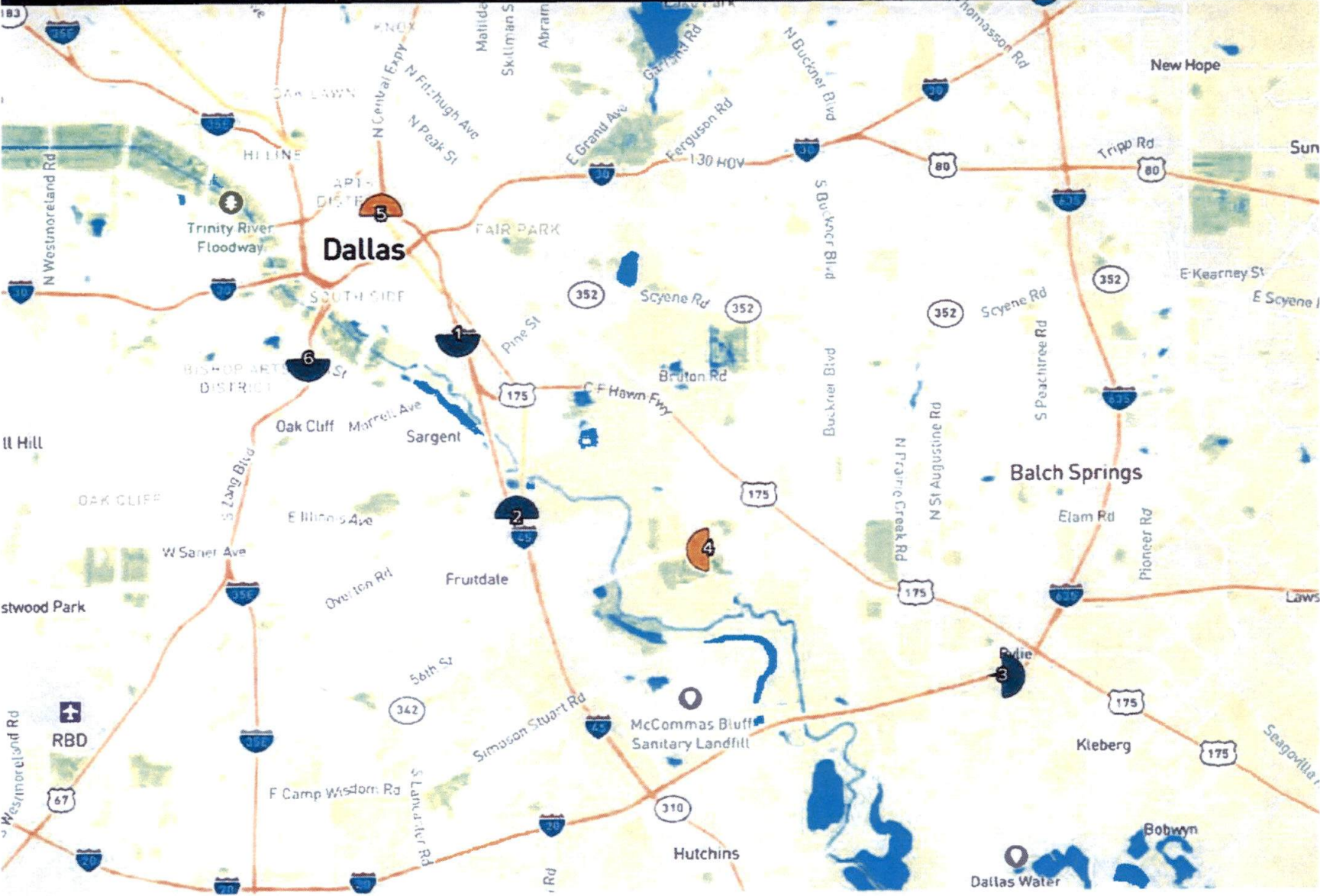
Map Loc.#	Media Type	Panel ID	Location Description	Display Size (h x w)	4-Wk Rate	Weekly Total 18+ Imps	Start Date	End Date	Illum (Y/N)	Facing
1	Bulletin	003797	I-45 WS 0.3mi N/O Lamar St F/N - 1	14' x 48'	\$2,208	229,981	3/7/2022	5/29/2022	Yes	N
2	Bulletin	006520	I-45 ES 0.3mi N/O Linfield Rd F/S - 2	14' x 48'	\$2,500	253,838	3/7/2022	5/29/2022	Yes	S
3	Bulletin	006600	I-20 SS 1mi E/O St Augustine Rd F/W - 2	14' x 48'	\$999	281,729	3/7/2022	5/29/2022	Yes	W
4	Premiere Panel	040911	Loop 12 NS 250ft W/O Creek Cove Dr F/E - 2	12'3" x 24'6"	\$750	62,310	3/7/2022	5/29/2022	Yes	E
5	Premiere Panel	045368	Elm St NS 10ft E/O Pearl Expwy F/S - 1	12'3" x 24'6"	\$1,200	79,624	3/7/2022	5/29/2022	Yes	S
6	Bulletin	078846	Thornton Fwy (I-35) WS 700ft N/O 8th Street F/N - 2	14' x 48'	\$4,500	696,304	3/7/2022	5/1/2022	Yes	N

The dates for location 6 differ from the flight. The availability of those locations are as follows:

Location 6: 03/07/2022 - 05/01/2022 (8.00)

Dallas HIDTA Campaign Deliverable Summary	
	Plan Total Imps
Totals:	16,460,201

INVESTMENT SUMMARY	
DALLAS Space and Production of (4) Bulletins and (2) Posters	\$34,571



003797 – Dallas/Fort Worth Clear Channel Outdoor

Description: I-45 WS 0.3mi N/O Lamar St F/N - 1
Geopath ID: 380476 **Media Type:** Bulletin
Facing: N **Size:** 14' x 48'
City: DALLAS **Zip:** 75215
Latitude: 32.758213 **Longitude:** -96.77364
Current Advertiser: Dallas Independent School District



Weekly Impressions
 Dallas-Ft.Worth TX (DMA)

Demo	In Market	Total
Persons 18+ yrs	189,645	229,981

Highlights: Located on heavily traveled IH-45, immediately southeast of downtown Dallas, this bulletin intercepts tens of thousands of motorists each day. Interstate Highway 45 serves as a connecting link between downtown Dallas and IH-45 connects with Central Expressway (U.S. Highway 75) as it passes through the Dallas market and intersects virtually every major east/west arterial. In the immediate area of this bulletin are the Cotton Bowl, Fair Park and the Gexa Energy Pavilion year-round entertainment venues.

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. ©Copyright 2021. All rights reserved.

006520 – Dallas/Fort Worth



Description: I-45 ES 0.3mi N/O Linfield Rd F/S - 2
Geopath ID: 381006 **Media Type:** Bulletin
Facing: S **Size:** 14' x 48'
City: DALLAS **Zip:** 75216
Latitude: 32.71984 **Longitude:** -96.759132
Current Advertiser: Dallas Independent School District



**Weekly Impressions
Dallas-Ft.Worth TX (DMA)**

Demo	In Market	Total
Persons 18+ yrs	156,061	253,838

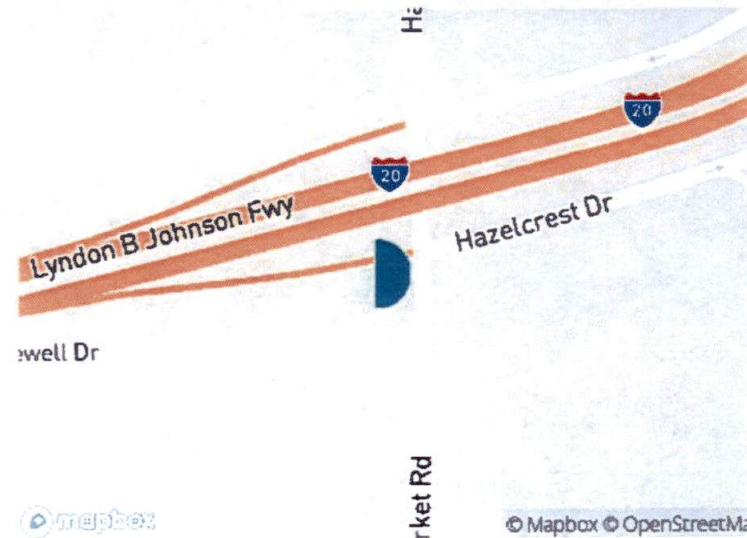
Highlights: Located on heavily traveled IH-45, in southern Dallas, this bulletin intercepts tens of thousands of motorists each day. Interstate Highway 45 serves as a connecting link between downtown Dallas and the southern portion. IH-45 connects with Central Expressway (U.S. Highway 75) as it passes through the Dallas market and intersects virtually every major Paul Quinn College is immediately to the west of this site. Traffic continues to increase due to the developing southern suburbs surrounding this bulletin.

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006600 – Dallas/Fort Worth



Description: I-20 SS 1mi E/O St Augustine Rd FW - 2
Geopath ID: 381071 **Media Type:** Bulletin
Facing: W **Size:** 14' x 48'
City: Dallas **Zip:** 75217
Latitude: 32.685787 **Longitude:** -96.640385
Current Advertiser: Uvalle Law Firm, PLLC



Weekly Impressions Dallas-Ft.Worth TX (DMA)		
Demo	In Market	Total
Persons 18+ yrs	198,181	281,729

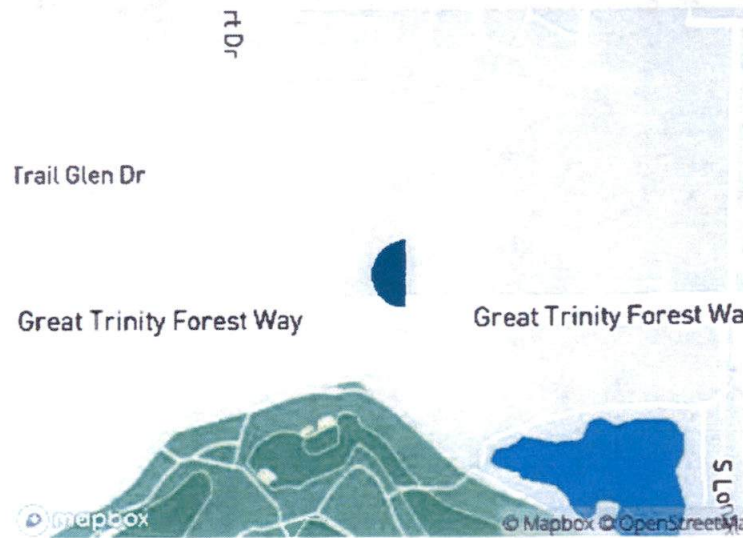
Highlights: I-20 is the main route linking Shreveport, Louisiana, and East Texas to the Dallas/Fort Worth Metroplex. This highway is also a link to LBJ Frwy. heading into North Dallas and Hawn Frwy. leading into downtown Dallas. This bulletin reaches people living in the cities of Balch Springs, Mesquite, and Seagoville.

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040911 – Dallas/Fort Worth



Description: Loop 12 NS 250ft W/O Creek Cove Dr F/E - 2
Geopath ID: 382261 **Media Type:** Premiere Posters
Facing: E **Size:** 12'3" x 24'6"
City: DALLAS **Zip:** 75217
Latitude: 32.71303 **Longitude:** -96.712408
Current Advertiser: Andrews Distributing Company Llc



**Weekly Impressions
Dallas-Ft.Worth TX (DMA)**

Demo	In Market	Total
Persons 18+ yrs	59,799	62,310

Highlights: Visually striking, vinyl-wrapped display that promotes premium brand image among audiences in highly desirable areas of a market. Primarily located on surface streets, Premiere Panels provide granular targeting in key trade areas and the opportunity to influence consumers close to the point of purchase.

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045368 – Dallas/Fort Worth

Description: Elm St NS 10ft E/O Pearl Expwy F/S - 1
Geopath ID: 385528 **Media Type:** Premiere Posters
Facing: S **Size:** 12'3" x 24'6"
City: DALLAS **Zip:** 75201
Latitude: 32.783287 **Longitude:** -96.79232
Current Advertiser: Asurion, Llc



Weekly Impressions Dallas-Ft.Worth TX (DMA)		
Demo	In Market	Total
Persons 18+ yrs	72,682	79,624

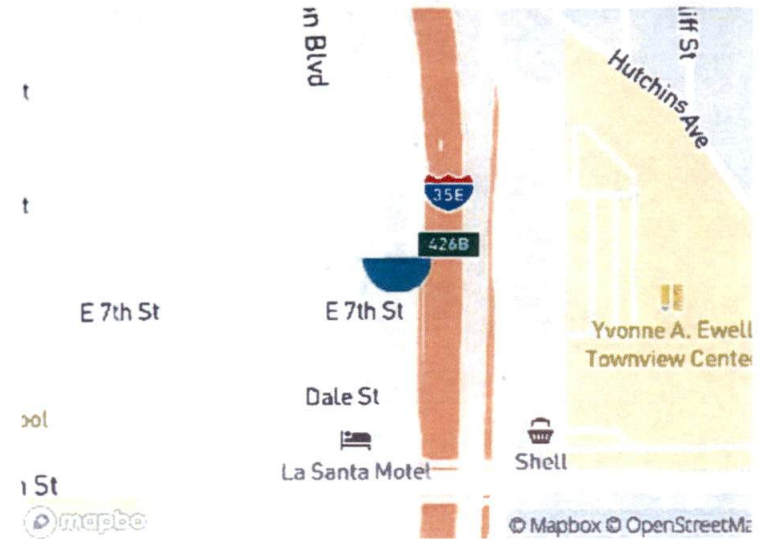
Highlights: Visually striking, vinyl-wrapped display that promotes premium brand image among audiences in highly desirable areas of a market. Primarily located on surface streets, Premiere Panels provide granular targeting in key trade areas and the opportunity to influence consumers close to the point of purchase.

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. ©Copyright 2021. All rights reserved.

078846 – Dallas/Fort Worth

Clear Channel Outdoor

Description: Thornton Fwy (I-35) WS 700ft N/O 8th Street F/N - 2
Geopath ID: 30913238 **Media Type:** Bulletin
Facing: N **Size:** 14' x 48'
City: Dallas **Zip:** 75203
Latitude: 32.753124 **Longitude:** -96.810087
Current Advertiser: Advanced Skin Fitness



**Weekly Impressions
Dallas-Ft.Worth TX (DMA)**

Demo	In Market	Total
Persons 18+ yrs	622,979	696,304

Highlights: Positioned on highly visible, well-traveled locations such as expressways and major roadways, Bulletins offer maximum visibility and creative impact. Build strong brand awareness while delivering high reach and frequency over an extended period of time. This bulletin is strategically located on a major Dallas freeway reaching hundreds of thousands of motorists each day. Thornton Freeway is part of I-35E which is the major North/South interstate through Dallas. Commuters heading south from Dallas to Duncanville, Lancaster, and DeSoto and visitors to the nearby Dallas Zoo view this display.

Source: 2021r1 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data is proprietary intellectual property owned by GeoPath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. ©Copyright 2021. All rights reserved.



Natalie Robinson <nrobinson@navarrocounty.org>

PO request

1 message

Steven Brandt <Steven.Brandt@texomahidta.org>


Fri, Feb 4, 2022 at 9:32 AM

To: "nrobinson@navarrocounty.org" <nrobinson@navarrocounty.org>


Natalie,

Not sure if you guys are working from home but attached is a request for a purchase order for some billboards that they want to get issued so we can get the billboards displayed, this will be allocated to the supplemental funds we received SP-SW Billboard campaign Services. I have attached the quote and the SAM search results.

3 attachments

 **Clear Channel .pdf**
62K

 **Clear Channel Quote.pdf**
746K

 **Clear PO requisition.pdf**
234K