



Purchase Order COUNTY OF HIDALGO

PO# 820126

DATE: 08/20/20

PAGE NO: 1 Of 1

PO TYPE:

VENDOR: 394149

REQ: 00419344

PHONE: (956) 631-5499

Fax: (956) 631-0090

EMAIL: STREVINO@UNIVISIONRADIO.COM

SHIP TO: COUNTY JUDGE

100 E. CANO STREET
2ND FLOOR
EDINBURG TX 78539

UNIVISION RADIO, TEXAS L.P.
D/B/A KGBT
200 S. 10TH STREET, SUITE 600
MCALLEN TX 78501

CONTACT: Sdeleon

(956) 318-2600

SITE: BUDGET AND MANAGEMENT

CONTRACT NO: EXEMPT

SPECIAL INSTRUCTIONS:

VENDOR NOTES

1. Do not add to, or alter this Purchase Order. This Order is not renewable.
2. TAX EXEMPTION: This Purchase Order may be accepted in lieu of Exemption Certificate.
3. This Order is also placed F.O.B. Destination. Vendor must repay all shipping costs.
4. Invoice each Purchase Order singly. Original invoices are required customer copy may be accepted. Out number must appear on all invoices, bills of lading, and packages.
5. Payment will be made only for bona fide and full completed orders, unless otherwise attached.

QTY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
		DO NOT DUPLICATE ORDER		
		COVID-19 radio spots AI#74884 CC 03/24/20 LGC 262.024 (2)		
		DUNS: 009522694 ACTIVE		
1.00	BUNDLE	EX radio advertisement 57 :30sec commercials to air Mon-Sat 6a-7p on KBTQ Recuerdo 96.1 FM 10 :30sec bonus commercials to air Sun 10a-12a on KBTQ Recuerdo 96.1FM	1,140.0000	1,140.00
1.00	BUNDLE	EX radio advertisement 45 :30sec commercials to air Mon-Fri 6a-7p on KGBT La Jefa 98.5FM 10 :30sec bonus commercials to air Sun 10a-12a on KGBT La Jefa 98.5FM	1,800.0000	1,800.00
		TOTAL:		2,940.00
		REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233		
		***** For Hidalgo County use only 0-1287-441-42-115-096-0-540		2,940.00

Authorized by:

Martha L Salazar

419344

AUGUST 2020 Proposed Radio Campaign



REACHING OVER 78,600 LISTENERS WEEKLY!

(Nielsen Audio Spring 2020 Ratings)

Client will receive the following:

Fifty-Seven (57) :30sec commercials to air Mon-Sa 6a-7p on KBTQ Recuerdo 96.1 FM

Weekly spots to air as shown below

Ten (10) :30sec bonus commercials to air Sun 10a-12a on KBTQ Recuerdo 96.1 FM

Weekly spots to air as shown below

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1 8/15 – 8/16	-	-	-	-	-	3x :30sec	4x :30sec
WEEK 2 8/17 – 8/23	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec
WEEK 3 8/24 – 8/30	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec
WEEK 4 8/31 – 9/5	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec	

Spots: 67
Investment: \$1,140

Approved by

Date

AUGUST 2020 Proposed Radio Campaign



REACHING OVER 104,900 LISTENERS WEEKLY!

(Nielsen Audio Spring 2020 Ratings)

Client will receive the following:

Forty-Five (45) :30sec commercials to air Monday-Friday 6a-7p on KGBT La Jefa 98.5 FM

Weekly spots to air as shown below

Ten (10) :30sec bonus commercials to air Sun 10a-12a on KGBT La Jefa 98.5 FM

Weekly spots to air as shown below


	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1 8/15 – 8/16	-	-	-	-	-	-	4x :30sec
WEEK 2 8/17 – 8/23	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec		3x :30sec
WEEK 3 8/24 – 8/30	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec		3x :30sec
WEEK 4 8/31 – 9/5	3x :30sec	3x :30sec	3x :30sec	3x :30sec	3x :30sec		

Spots: 55
Investment: \$1,800

Approved by

Date

FORM 213 - Resource Request

1. Incident Name	COVID-19				
2. To	Ricardo Saldana, EMC				
3. From	Isaac Sulemana, Chief of Staff				
4. Message:	Emergency Purchase Notification	5. Date	8/12/2020	6. Time	3:45PM
7. State the reason for your emergency request					
<p>To air a series of 30-second PSA radio spots to educate constituents about COVID-19 prevention and protection, along with informing the community on the programs currently available.</p>					
8. List and describe the items and quantities (supplies/resources) being requested to procure					
<p>Requisition #419344 Daily 30-second PSA radio spots in Spanish on the following Univision stations - KBTQ 96.1 FM KGBT 98.5 FM</p> <div style="text-align: right; margin-top: 20px;"> <i>Approved</i> <i>Isaac Sulemana</i> 8/13/20 </div>					
9. Acknowledged by					
Name	Isaac Sulemana				
Signature					
Position/Title	Chief of Staff to Judge Richard F. Cortez				
Date	08/12/2020				



A NEW WAY TO SIGN IN - If you already have a SAM account, use your **SAM email** for login.gov.

[Log In](#)

[Login.gov FAQs](#)

⚠️ ALERT: SAM.gov will be down for scheduled maintenance Saturday, 09/12/2020 from 8:00 AM to 1:00 PM.

⚠️ ALERT: CAGE is experiencing intermittent service interruptions. SAM registrants may encounter an error validating a CAGE Code. If this happens, please try again later.

<p>Entity Dashboard</p> <ul style="list-style-type: none"> ▶ Entity Overview ▶ Entity Registration <ul style="list-style-type: none"> ▶ Core Data ▶ Assertions ▶ Reps & Certs ▶ POCs ▶ Exclusions <ul style="list-style-type: none"> ▶ Active Exclusions ▶ Inactive Exclusions ▶ Excluded Family Members <p style="text-align: center; margin-top: 10px;">RETURN TO SEARCH</p>	<p>Univision Communications Inc. DUNS: 009522694 CAGE Code: 3CXH1 Status: Active Expiration Date: 02/18/2021 Purpose of Registration: All Awards</p> <p style="text-align: right;">114 5th Ave New York, NY, 10011-5604, UNITED STATES</p> <hr/> <p style="text-align: center;">Entity Overview</p> <hr/> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">Entity Registration Summary</p> <p>Name: Univision Communications Inc. Doing Business As: Root, The Business Type: Business or Organization Last Updated By: Joseph Siderias Registration Status: Active Activation Date: 02/19/2020 Expiration Date: 02/18/2021</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Exclusion Summary</p> <p>Active Exclusion Records? No</p> </div>
---	--



IBM-P-20200814-1154
WWW6

[Search Records](#) [Disclaimers](#) [FAPIS.gov](#)
[Data Access](#) [Accessibility](#) [GSA.gov/IAE](#)
[Check Status](#) [Privacy Policy](#) [GSA.gov](#)
[About](#) [USA.gov](#)
[Help](#)

This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Individuals found performing unauthorized activities are subject to disciplinary action including criminal prosecution.