

2812 S. Bus. Hwy 2811
Edinburg, Texas 78539
Phone: (956) 318-2626
Fax: (956) 318-2629
www.co.hidalgo.tx.us/purchasing

TRANSMITTAL FORM

Today's Date:	<u>10/14/2020</u>	Department:	<u>110-002 - Co Judge-Public Affairs</u>
Contract No.:	<u>PO</u>	Effective Date:	<u>Upon Execution</u>
Description of Project:	<u>Media Strategy Campaing</u>		
Awarded Vendor:	<u>Lamar, R Communications and Entravision</u>		
CC Approval on	<u>10/13/2020</u>	AI-	<u>77760</u>

Routing of documents:

- 1. Executive Office – Attn: Monica Salinas
- 2. District Attorney's Office – Attn: David Cantu
- 3. County Judge's Office – Attn: Richard F. Cortez
- 4. County Clerk's Office – Attn: Arturo Guajardo, Jr.
- 5. Purchasing Department – Attn: Tanya DeLira ext. 4878

ATTENTION COUNTY CLERK'S OFFICE:

Please do not attach the following to the minutes of this agenda due to the confidential nature of the information contained herein:

- Contract/Agreement
- Exhibit A – RFB Procurement Packet
- Exhibit B – Fee Schedule/Bid Page (Pgs. _____ to _____)
- Exhibit C – Certificate of Liability Insurance
- Other: Ms. Moni, may you please route it for signatures.

Hidalgo Covid Oct-Dec Plan 3

From: Matt Stevens
 Phone: (956) 892-8935
 Email: mstevens@brgradio.com
 10/8/2020 3:12 PM

Flight Dates: October - December 2020
 Demo: P 18+

Radio Market: McALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP20 / FA19
 Geography: Metro

FILED
 AT 10:30 O'CLOCK A M
 OCT 16 2020
 ARTURO GUERRA, JR. COUNTY CLERK
 McALLEN, TEXAS
 DEPUTY

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	% of Total Cost	Notes	% Reach	CPM	Frequency	Average Rating	CPP	GRPs	Net Reach
Radio Total			924		\$9.09	\$8,398.00	60%		14.4%	\$162	34.9	0.5%	\$14.08	1,780.2	453,900
KBUC-FM			924		\$9.09	\$8,398.00	60%		14.4%	\$162	34.9	0.5%	\$14.08	1,780.2	453,900
Flight A - 14 wks (09/28, 10/05, 10/12, 10/19, 10/26, 11/02, 11/09, 11/16, 11/23, 11/30, 12/07, 12/14, 12/21, 12/28)			924		\$9.09	\$8,398.00	60%		14.4%	\$162	34.9	0.5%	\$14.08	1,780.2	453,900
One Week Total			66		\$125.00	\$8,250.00	1%		7.1%	\$125.00	5.0	0.5%	\$16.67	12.0	44,500
M-Sa 6A-10P			20	60	\$10.00	\$200.00	100%	0% Bonus	4.9%	\$20.00	2.2	0.6%	\$9.09	2.0	9,800
Su 6A-10P			5	60	\$0.00	\$0.00	0%	0% PSA	1.1%	\$0.00	2.2	0.6%	\$0.00	12.0	44,500
M-Sa 6A-10P			20	90	\$0.00	\$0.00	0%	0% PSA	4.9%	\$0.00	1.5	0.4%	\$0.00	12.0	44,500
M-F 1P-2P			1	120	\$0.00	\$0.00	0%	0% Interview	0.6%	\$0.00	1.0	0.6%	\$0.00	0.6	5,800
M-Sa 6A-10P			20	60	\$0.00	\$0.00	0%	0% Streaming	4.9%	\$0.00	2.2	0.6%	\$0.00	12.0	44,500
XAVO-FM			924		\$9.09	\$8,400.00	33%		15.0%	\$162	24.0	0.4%	\$23.44	358.4	134,500
Flight A - 14 wks (09/28, 10/05, 10/12, 10/19, 10/26, 11/02, 11/09, 11/16, 11/23, 11/30, 12/07, 12/14, 12/21, 12/28)			924		\$9.09	\$8,400.00	33%		15.0%	\$162	24.0	0.4%	\$23.44	358.4	134,500
One Week Total			66		\$9.09	\$600.00	2%		6.6%	\$2.60	3.9	0.4%	\$23.44	25.6	59,800
M-Sa 6A-10P			20	60	\$30.00	\$600.00	100%	0% Bonus	4.2%	\$8.33	1.9	0.4%	\$75.00	8.0	38,000
Su 6A-10P			5	60	\$0.00	\$0.00	0%	0% Bonus	0.7%	\$0.00	1.4	0.2%	\$0.00	1.0	6,600
M-Sa 6A-10P			20	60	\$0.00	\$0.00	0%	0% PSA	4.2%	\$0.00	1.9	0.4%	\$0.00	8.0	38,000
M-F 1P-2P			1	120	\$0.00	\$0.00	0%	0% Interview	0.6%	\$0.00	1.0	0.6%	\$0.00	0.6	5,400
M-Sa 6A-10P			20	60	\$0.00	\$0.00	0%	0% Streaming	4.2%	\$0.00	1.9	0.4%	\$0.00	8.0	38,000
XCAQ-FM			924		\$3.03	\$2,800.00	11%		8.1%	\$1.17	33.5	0.3%	\$10.36	270.2	72,600
Flight A - 14 wks (09/28, 10/05, 10/12, 10/19, 10/26, 11/02, 11/09, 11/16, 11/23, 11/30, 12/07, 12/14, 12/21, 12/28)			924		\$3.03	\$2,800.00	11%		8.1%	\$1.17	33.5	0.3%	\$10.36	270.2	72,600
One Week Total			66		\$3.03	\$200.00	1%		4.0%	\$1.17	4.8	0.3%	\$10.36	19.3	35,900
M-Sa 6A-10P			20	60	\$10.00	\$200.00	100%		2.8%	\$3.70	2.2	0.3%	\$33.33	6.0	24,900

The first demo listed is the Primary Demo
 This report was created in TAGSCAN using the following Radio information: McALLEN-BROWNSVILLE-HARLINGEN, SP20 / FA19, Metro, Multiple Dayparts, Used, P 18+ - See Detailed Scheduling Page for Complete Details
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Hidalgo Covid Oct-Dec Plan 3



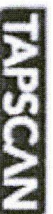
From: Matt Stevens
 Phone: (956) 992-8995
 Email: mstevens@tapradio.com
 10/8/2020 1:12 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	% of Total Cost	Notes	% Reach	CPM	Frequency	Average Rating	CPE	Gross	Net Reach	
XCAL-FM (continued)															
Su 6A-10P		5:00		\$0.00	\$0.00	0%	Bonus	0.7%	\$0.00	1.6	0.2%	\$0.00	1.0	6,100	
M-F 1P-2P		1:120		\$0.00	\$0.00	0%	Interview	0.3%	\$0.00	1.0	0.3%	\$0.00	0.3	2,400	
M-Sa 6A-10P		20:00		\$0.00	\$0.00	0%	PSA	2.8%	\$0.00	2.2	0.3%	\$0.00	6.0	24,900	
M-Sa 6A-10P		20:00		\$0.00	\$0.00	0%	Streaming	2.8%	\$0.00	2.2	0.3%	\$0.00	6.0	24,900	
		824		\$12.12	\$11,200.00	44%		17.9%	\$2.02	34.4	0.7%	\$18.06	620.2	180,600	
Flight A - 14 wks (09/28, 10/05, 10/12, 10/19, 10/26, 11/02, 11/09, 11/16, 11/23, 11/30, 12/07, 12/14, 12/21, 12/28)															
		924		\$12.12	\$11,200.00	44%		17.9%	\$2.02	34.4	0.7%	\$18.06	620.2	180,600	
One Week Total															
		66		\$12.12	\$800.00	3%		8.9%	\$2.02	5.0	0.7%	\$18.06	41.3	79,600	
M-Sa 6A-10P		20:00		\$40.00	\$800.00	100%	Bonus	6.2%	\$6.45	2.2	0.7%	\$57.14	14.0	55,300	
Su 6A-10P		5:00		\$0.00	\$0.00	0%	Bonus	1.2%	\$0.00	1.4	0.3%	\$0.00	1.5	10,500	
M-Sa 6A-10P		20:00		\$0.00	\$0.00	0%	PSA	6.2%	\$0.00	2.2	0.7%	\$0.00	14.0	55,300	
M-F 1P-2P		1:00		\$0.00	\$0.00	0%	Interview	0.8%	\$0.00	1.0	0.8%	\$0.00	0.8	7,200	
M-Sa 6A-10P		20:00		\$0.00	\$0.00	0%	Streaming	6.2%	\$0.00	2.2	0.7%	\$0.00	14.0	55,300	

The first demo listed is the Primary Demo
 This report was created in TAPSCAN using the following Radio information: XCAL-FM-BROWNSVILLE-ARRINGEN: SP201: 6A-10P, Mon, Tue, Wed, Thurs, Fri, Sat, Sun, See Detailed Sounding Paper for Complete Details
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Hidalgo Covid Oct-Dec Plan 3



From: Matt Servino
 Phone: (958) 992-8895
 Email: mservinar@tprradio.com
 10/8/2020 3:12 PM

Schedule Grand Totals: 14 Weeks

Stations	Spots	Unit Rate	Total Cost	% of Total Cost	% Reach	CPM	Frequency	Average Rating	CPP	GRPs	Net Reach	Gls	CPM Net Reach
Radio Total	3,629	\$4.62	\$26,400.00	100%	50.3%	\$1.62	34.6	0.5%	\$18.06	1789.2	453,000	15,894,200	195.92
KBLU-FM	924	\$3.03	\$2,800.00	11%	14.4%	\$0.62	34.9	0.5%	\$3.18	540.4	129,100	4,505,200	\$21.69
XAVO-FM	924	\$9.09	\$8,400.00	33%	15.0%	\$2.60	24.0	0.4%	\$23.44	358.4	134,500	3,225,600	\$62.45
XCAO-FM	924	\$3.03	\$2,800.00	11%	8.1%	\$1.17	33.5	0.3%	\$10.36	270.2	72,800	2,434,600	\$38.57
XHRR-FM	924	\$12.12	\$11,200.00	44%	17.9%	\$2.02	34.4	0.7%	\$18.06	620.2	160,600	5,518,600	\$69.74

Accepted by Station: *Mark Lawrence*

Date: 10/14/20

Accepted by Client: *Adrian Lawrence*

Date: 10/15/20

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The last date listed is the Primary Date.
 This report was created in TAPSCAN using the following Radio information: KUALLEN, BPCOMMSTILE, HAE, LINGEN, SP20 / EA19, Metro Mysite Daypart Used, p.18 - See Detailed Scheduling Page for Complete Details.
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APPROVED BY
 COMMISSIONERS' COURT
 ON: 10/16/20

Detailed Sourcing Summary

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
Survey Average of Nielsen Radio Spring 2020 Nielsen Radio Fall 2019
Geography: Metro
Daypart: Multiple Dayparts Used

Demographic Population:

Age/Gender	Population	Initial
Adults 18+ (Primary)	899,000	3,009

Stations User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The initial reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 ACH (unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight) during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.nielsen.com/pressroom/2016/06/06/ACCREDITED_SERVICES_MARKETS.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (garbo) growth model.

Subscription Website: <http://subscription.nielsen.com>
Rating Reliability Estimator: <http://www.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<http://www.nielsen.com/pressroom/2020/08/20/2020R2020SpecialNoticesSpecialNotices.pdf> <https://ebooks.nielsen.com/pressroom/2019/02/19/FALL2019R2019SpecialNotices.pdf>

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(con't signature page)

SERVICE AGREEMENT

Company's Name: R Communications

Department: Hidalgo County

AI-77760 Approved on CC on 10/13/20

APPROVED AS TO FORM:

Office of the Hidalgo County Criminal District Attorney

By: David R. Cantu
David R. Cantu, Assistant District Attorney
Civil Litigation Division

ATTEST:

By: Arturo Guajardo
Arturo Guajardo, County Clerk



SAM Search Results
List of records matching your search for :

Record Status: Active
DUNS Number: 078673577

ENTITY	R Communications LLC	Status: Active
DUNS: 078673577	+4:	CAGE Code: 818K5 DoDAAC:
Expiration Date: 04/08/2021	Has Active Exclusion?: No	Debt Subject to Offset?: No
Address: 1201 N Jackson Rd Ste 900		
City: McAllen	State/Province: TEXAS	
ZIP Code: 78501-5764	Country: UNITED STATES	

CERTIFICATE OF INTERESTED PARTIES

FORM 1295

1 of 1

Complete Nos. 1 - 4 and 6 if there are interested parties.
 Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

OFFICE USE ONLY CERTIFICATION OF FILING

1 Name of business entity filing form, and the city, state and country of the business entity's place of business.
 R Communications
 McAllen, TX United States

Certificate Number:
 2020-677313

Date Filed:
 10/12/2020

2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.
 Hidalgo County

Date Acknowledged:

3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.
 2020-452 Hidalgo County Advert
 Advertising

4	Name of Interested Party	City, State, Country (place of business)	Nature of interest (check applicable)	
			Controlling	Intermediary

5 Check only if there is NO Interested Party.

6 UNSWORN DECLARATION

My name is Matt Serviere, and my date of birth is 01/18/1960.

My address is 1201 N. Jackson, Suite 900 McAllen Tx 78501 Hidalgo
(street) (city) (state) (zip code) (country)

I declare under penalty of perjury that the foregoing is true and correct.

Executed in Hidalgo County, State of Texas, on the 13 day of October, 2020.
(month) (year)

Matt Serviere
 Signature of authorized agent of contracting business entity
 (Declarant)

CERTIFICATE OF INTERESTED PARTIES

FORM 1295

1 of 1

Complete Nos. 1 - 4 and 6 if there are interested parties.
 Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

**OFFICE USE ONLY
 CERTIFICATION OF FILING**

1 Name of business entity filing form, and the city, state and country of the business entity's place of business.
 R Communications
 McAllen, TX United States

Certificate Number:
 2020-677313

Date Filed:
 10/12/2020

2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.
 Hidalgo County

Date Acknowledged:
 10/13/2020

3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.
 2020-452 Hidalgo County Advert
 Advertising

4	Name of Interested Party	City, State, Country (place of business)	Nature of interest (check applicable)	
			Controlling	Intermediary

5 Check only if there is NO Interested Party.

6 UNSWORN DECLARATION

My name is _____, and my date of birth is _____.

My address is _____, _____, _____, _____, _____.
(street) (city) (state) (zip code) (country)

I declare under penalty of perjury that the foregoing is true and correct.

Executed in _____ County, State of _____, on the _____ day of _____, 20____.
(month) (year)

 Signature of authorized agent of contracting business entity
 (Declarant)