



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>10/21/2020</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 Campaigning</u>		
Awarded Vendor:	<u>Telemundo 40</u>		
CC Approval on	<u>10/20/2020</u>	AI-	<u>77882</u>

### Routing of documents:

- ✓ 1. Executive Office – Attn: Monica Salinas
- 2. District Attorney's Office – Attn: Select ADA
- \_\_\_\_\_ 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 County Prime**  
 To: Cariso Sanchez  
 Agency: In-House  
 Advertiser: HIDALGO COUNTY  
 Product: COVID  
 Headline #: 171330  
 Plan Dates: 10/26/2020 - 12/31/2020

**Author: Heydi Amador**  
 Salesperson: Heydi Amador  
 Station: KTLM  
 Principal Demo: DMA P18-49 D, RTG, DMA P18-49 D, 000  
 Phone #: 956-566-3210  
 Email: Heydi.Amador@telemundo.com

No. Name Start Week End Week Default Book  
 1 Flight 1 10/26/2020 12/28/2020 Jun/2020LS

Station	Time	Days	Program Name	Length	Rate	OC	NO	NO	NO	NO	NO	NO	NO	DE	DE	DE	DE	#	Total
KTLM	10:00a-3:00p	Mo-Fr	DAYTIME ROTATION	:30	\$80.00	26	8	8	8	8	8	8	8	8	8	8	8	80	\$6,400.00
KTLM	4:00p-6:00p	Mo-Fr	EARLY NEWS ROTATION PROMOTIONS	:30	\$0.00	5	5	5	5	5	5	5	5	5	5	5	5	50	\$0.00
KTLM	10:00p-11:00p	Mo-Fr	NOTICIAS TLMD 40	:30	\$425.00	1	1	1	1	1	1	1	1	1	1	1	1	10	\$4,250.00
KTLM	5:00a-2:00a	Mo-Su	DIGITAL TAKEOVER	:30	\$800.00	1	-	-	-	-	-	-	-	-	-	-	-	2	\$1,600.00
KTLM	6:00a-1:00a	Mo-Su	BONUS ROTATORS	:30	\$0.00	6	6	6	6	6	6	6	6	6	6	6	6	60	\$0.00
KTLM	6:00p-10:00p	Mo-Su	PRIME ROTATION	:30	\$375.00	2	2	2	2	2	2	2	2	2	2	2	2	20	\$7,500.00
KTLM	6:00p-10:00p	Mo-Su	PRIME ROTATION PROMOTIONS	:30	\$0.00	4	4	4	4	4	4	4	4	4	4	4	4	40	\$0.00
<b>FLIGHT TOTALS</b>							27	26	26	26	26	26	27	26	26	26	26	262	\$19,750.00

15% In-house Discount: \$2,962.50  
 Total Net: \$16,787.50

Name	Spots	Cost	Net Reach	Population	GPP	CPM	Reach	Freq	Eff. Reach	GRPs	Imps.(000)
DMA P18-49	262	\$19,750.00	286,568	445,556	\$49.47	\$10.98	64.3	6.2	48.4	399.2	1,799.0
DMA F18-49	262	\$19,750.00	160,191	227,112	\$42.06	\$18.78	70.5	6.7	54.0	469.6	1,051.8
DMA P25-54	262	\$19,750.00	293,339	392,967	\$36.93	\$9.44	74.6	7.2	58.1	534.8	2,092.0
DMA F25-54	262	\$19,750.00	167,490	203,526	\$28.85	\$14.29	82.3	8.3	66.1	684.6	1,382.4
DMA P18+	262	\$19,750.00	622,460	781,328	\$31.18	\$3.99	79.7	8.0	63.5	633.4	4,947.2

Client Signature: *Richard J. Sturzel* Date: 10/22/20

APPROVED BY  
 COMMISSIONER'S COURT  
 ON: 10/20/20

FILED  
 AT 2:20 O'CLOCK P  
 OCT 28 2020  
 ARTURO GILABERTO JR. CLERK  
 HIDALGO COUNTY  
 BY: *[Signature]*

(con't signature page)

## SERVICE AGREEMENT

**Company's Name:** Telemundo 40

**Department:** Hidalgo County

**AI-77882** Approved on CC on 10/20/20

**ATTEST:**

By:

*Arturo Guajardo*

Arturo Guajardo, County Clerk



# 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**

Certificate Number:  
 2020-680915

Date Filed:  
 10/20/2020

Date Acknowledged:  
 10/21/2020

**1 Name of business entity filing form, and the city, state and country of the business entity's place of business.**

NBCUniversal dba Telemundo Rio Grande Valley  
 McAllen, TX United States

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

Hidalgo County

**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.**

171330  
 Advertisement TV commercials

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)

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171330  
Advertisement TV commercials

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			Controlling	Intermediary

5 Check only if there is NO Interested Party.

**6 UNSWORN DECLARATION**

My name is Heydi Amador, and my date of birth is 12/09/80.

My address is 200 S. 10th St, Floor 2, McAllen, TX, 78501, USA.  
(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 21 day of October, 2020.  
(month) (year)

*Heydi Amador*  
\_\_\_\_\_  
Signature of authorized agent of contracting business entity  
(Declarant)

**SAM Search Results**  
**List of records matching your search for :**

**Search Term : Telemundo Rio Grande Valley, LLC\***  
**Record Status: Active**

<b>ENTITY</b>	Telemundo Rio Grande Valley, LLC	Status: Active
DUNS: 079406210	+4:	CAGE Code: 74YF9 DoDAAC:
Expiration Date: 08/07/2021	Has Active Exclusion?: No	Debt Subject to Offset?: No
Address: 200 S 10th St Ste 2		
City: McAllen	State/Province: TEXAS	
ZIP Code: 78501-4800	Country: UNITED STATES	