

Bid 2022-11 Annual Contract for Outdoor Advertising <i>Contract Term:</i> October 1, 2021 to September 30, 2022		Lamar Outdoor Advertising c/o David Paez 5543 E. HWY 359 Laredo, TX 78046 (956) 723-4152 (956) 723-2509 dpaez@lamar.com		Hachar Media c/o Robert D. Hachar 4100 San Bernardo Ave., Ste. E7 Laredo, TX 78041 (956) 791-0140 scarlethmerk@laredoad.com			
Billboard Type	Billboard Size	Price	Per	Billboard Type	Billboard Size	Price	Per
30 Sheet Poster Size	10 ft x 6 in x 22 ft	\$650.00 ea.	4 Weeks	30 Sheet Poster Size	10 ft x 6 in x 22 ft	No Bid	
Bulletin	10ft x 6in x 36ft	\$1,250.00 ea.	4 weeks	Bulletin	10ft x 6in x 36ft	\$650.00	1 month
Bulletin	14ft x 48ft	\$2,200.00 ea.	4 weeks	Bulletin	14ft x 48ft	\$850.00	1 month
Bus Shelters	68" x 47"	\$200.00 ea.	4 weeks	Bus Shelters	68" x 47"	No Bid	
Junior Poster	5' x 11'	\$150.00 ea.	4 weeks	Junior Poster	5' x 11'	No Bid	
Ad # 77778 @ 5823 McPherson	10' x 21'	\$1,000.00 ea.	4 weeks	Electronic Ad	10'6" x 34'11"	\$1,000.00 18 hours a day	1 month
Ad # 77781 @ 8302 McPherson	10' x 21'	\$1,000.00 ea.	4 weeks	Electronic Ad	14' x 48'	\$1,100.00 18 hours a day	1 month
Ad # 77783 @ 9109 McPherson	10' x 21'	\$1,000.00 ea.	4 weeks	Electronic Ad	12'6" x 23'6"	\$700.00 18 hours a day	1 month
Ad # 77777 @ 7701 McPherson	10'.6" x 36'	\$2,250.00 ea.	4 weeks	Electronic Ad	12' x 20'	\$700.00 18 hours a day	1 month
Ad # 77789 @ 519 E. Calton	10' x 21'	\$1,000.00 ea.	4 weeks	Bus Advertising Bus Side	King & Queen	\$400.00	1 month
Ad # 77779 @ 614 Amistad / McPherson	10'.6" x 36'	\$1,850.00 ea.	4 weeks	Bus Window	King & Queen	\$300.00	1 month
Ad # 77782 @ 3902 E. Del Mar	10' x 21'	\$1,000.00 ea.	4 weeks	Bus Rear	1/2 Back	\$200.00	1 month
Electronic Ad # 77780 @ 603 Shiloh	10'.6" x 36'	\$1,550.00 ea.	4 weeks	Transit Cards 11" x 28"	50 ct	\$375.00	1 month
Electronic Ad # 77785 @ 1717 Bob Bullock Loop	10'.6" x 36'	\$2,500.00 ea.	4 weeks	School Bus Ads 2 Ads (1 top 1 bottom)		\$60.00	1 month
Electronic Ad # 77782 @ 5000 San Bernardo / I35	14' x 48'	\$2,800.00 ea.	4 weeks	3 Ads (2 top 1 bottom)		\$65.00	1 month
Electronic Ad # 77786 @ US83 1901 S. Zapata Hwy	10'.6" x 36'	\$1,550.00 ea.	4 weeks				
<u>Additional Charges</u>				<u>Additional Charges</u>		<u>Production & Vinyl Costs</u>	
Poster Flex	10'.2" x 22'.9"	\$250.00 ea.		Bus Side		\$400.00	
Jr. Poster CoroPlast	5' x 11'	\$175.00 ea.		Bus Back		\$250.00	
Echo Vinyl	10'.6" x 36'	\$700.00		Transit Cards		\$350.00	
Echo Vinyl	14' x 48'	\$1,000.00 ea.		School Bus		\$175.00	
Shelter Vinyl	5'.7" x 3'.11"	\$125.00 ea.					