

Webb County Purchasing Department

**RFP 2015-49 2 Year Contract for Outdoor Advertising**



Contract Term: March 23, 2016 to September 30, 2017  
If Extended good through: September 30, 2018

**Bid Opening: March 16, 2015**

**Entravision Communications Corp**  
c/o Minelly De Leon  
222 Bob Bullock Lp  
Laredo, TX 78043  
956-727-0027 ext. 113  
[mdeleon@entravision.com](mailto:mdeleon@entravision.com)

**Primary**

**KGNS- TV**  
c/o Juan Cue  
120 W. Del Mar Blvd  
Laredo, TX 78041  
956-727-8888 ext. 2142  
[carysava@yahoo.com](mailto:carysava@yahoo.com)

**Primary**

**Laredo Morning Times**  
c/o Raul Cruz  
111 Esperanza Dr.  
Laredo, TX 78041  
956-728-2508  
[rcruz@lmtonline.com](mailto:rcruz@lmtonline.com)

**Primary**

<b>Company Overview</b>	included		included		included	
<b>Experience</b>	included		included		included	
<b>Pricing</b>	<b>FOX</b>		<b>KGNS TV SPOT</b>		<b>ONLINE</b>	
	Mon-Sun	\$2,550	Mon- Sun	\$75.00	Video Production	\$300 p/video
	7A- 11PM	p/mo or	6AM to 12AM	every	Pop-up Video on LMT website	\$1000 p/mo
	30 Sec ads	\$50.00	30 Sec ads	time ad runs	Std. website for	\$500 p/mo
	(51 spots)	every time			awareness campaigns	
		ad runs			and website management	
	<b>Univision</b>		<b>OGNS- TV Spot</b>		<b>Weekly &amp; Monthly Tabloid Magazines</b>	
	Mon- Sun	\$2,550.00	Mon- Sun	\$40.00	Quarter page full color	\$150 p/ edition
	6AM to 12AM	p/mo or	6Am to 12AM	every	Half page full color	\$300 p/edition
	30 Sec ads	\$75.00	30 Sec. ads	time ad runs	Full page full color	\$500 p/edition
	(34 spots)	every time				
		ad runs				
			<b>NGNS-TV spot</b>		<b>Main News, Sports, El Tiempo</b>	
			Mon-Sun	\$30.00	1/8 page full color	\$350 p/ edition
			6Am to 12AM	every	1/4 page full color	\$750 p/ edition
			30 Sec ads	time ad runs	1/2 page full color	\$1000 p/ edition
					<b>Specialty Glossy Magazines</b>	
					Quarter page full color	\$350 p/ edition
					half page full color	\$600 p/edition
					full page full color	\$1000 p/edition