

## Toll 49 Segment 3B Grand Opening

Revised 5/7/12

### **Objective:**

Promote the opening of Toll 49 Segment 3B

Utilize opening to include other communities on Toll 49

### **Event Concept:**

Toll 49 Segment 3B opening will include:

1. Ribbon Cutting and Dignitary Comments
2. Tie-in with other major event
3. A. Parade  
OR  
B. Festival atmosphere with displays of motor vehicles, food, entertainment

### **Target Audience:**

1. General Public
2. Media
3. Toll Users

### **Event Logistics:**

Early Spring 2013: Saturday/ DATE TBD

9:00 a.m. Ribbon cutting/Dignitary comments

9:30 am Parade or Festival begins

Parade/Festival participants to include area high school and college bands, dance groups, etc., monster trucks, motorcycles, antique cars, luxury cars, NASCAR

Food vendors will be grouped in a food court area providing festival type food

\*\*One great entertainment band or celebrity

### **Promotion Strategies:**

Media stories

Newspaper Special Section

Outdoor Billboards

Event Posters

Broadcast – TV /Radio

Print – Area newspapers

### **Next Steps:**

Finalize Budget

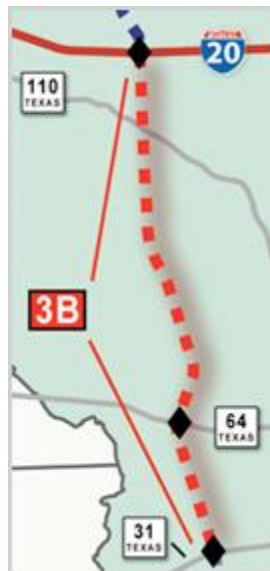
Determine exact location for event in order to manage logistics

# Proposal

Grand Opening of Segment 3B of Toll 49

Net RMA

Mike Battles & Erin Lavender



Business Direct Marketing

Lisa Jones, President

November 21, 2012



## **Marketing Plan Recommendation**

### **Purpose**

The purpose is to promote NET RMA's Grand Opening of Segment 3B on Toll 49 by utilizing radio and billboard advertising. The advertising will educate the consumer, promote the Grand Opening of Toll 49, and encourage consumers to use the new toll road, which will in turn help increase TxTag sales and uses.

### **Plan Overview**

The following BDM Programs are designed to reach consumers who would benefit from using Toll 49.

1. Broadcast Radio
2. Billboard Advertising

Individual Marketing Plan components are outlined below.

## **BDM Recommendations**

Business Direct Marketing (BDM) recommends the following forms of advertising in order to promote the Grand Opening of Segment 3B of Toll 49.

### **RADIO**

BDM recommends that two different 30-second radio commercials be produced to be broadcast on the following three radio stations:

- 107.3 KISX-FM Hot Jamz
- 101.5 KNUE-FM New Country
- 92.1 KTBB-FM News-Talk-Sports

To capture the working population that will benefit from using Toll 49, the demographic we suggest targeting on these three radio stations includes adults age 31+. The ideal time to reach this demographic would be during common commuting times of 7:00am-9:00am and 4:00pm-6:00pm.

In order to saturate the market, we feel that at least two spots need to be featured every morning and 2 every afternoon. This totals to 40 spots a week per station during the morning drive times and 40 spots a week per station during the afternoon drive times. In April, we recommend increasing the number of spots to 3 in the morning and 3 in the afternoon to be featured on Monday, Wednesday, and Friday. Please see page 5 for a detailed schedule of radio spots.

## **BILLBOARDS**

BDM recommends that NET RMA advertise on the six billboards listed below in the proposal. Traffic counts indicate that advertising on these six billboards will be most beneficial to NET RMA for promoting the use of Toll 49. The six recommended include:

- 1) I-20 South Side
- 2) I-20 North Side
- 3) Noonday 1 Hwy 155 South
- 4) FM 2493 Old Jacksonville
- 5) Hwy 69 East Side
- 6) Hwy 110 South

Statistics show that these six billboards have the greatest visibility in the most populated areas of Tyler and its surrounding areas. This visibility is confirmed in the high daily impressions of these billboards. The locations of the billboards are also in the fastest growing areas of Tyler and are in close proximity to Toll 49. BDM highly recommends the use of these six billboards by NET RMA in order to produce positive results. Regarding the creative for the billboards, we recommend having two different design concepts for use on the billboards.

## **BROADCAST RADIO**

### **Radio Commercial Production**

- \$650.00 for two 30 second commercials produced together
- \$525.00 for a 30 second commercial produced

\*These prices include a basic script with one voiceover.

### **Radio Stations**

The proposed radio schedule on the following page is based on the demographic of adults age 31+. For February and March, the rates are based on 2 spots per day in the 7:00 am - 9:00 am time frame and 2 spots per day in the 4:00 pm – 6:00 pm time frame, Monday through Friday, for a total of 8 weeks. For April, the rates are based on 3 spots per day in the 7:00 am - 9:00 am time frame and 3 spots per day in the 4:00 pm – 6:00 pm time frame, Monday, Wednesday, and Friday, for a total of 4 weeks.

Referenced in the table below are the average rating and weekly cume persons statistic for KISX, KNUE, and KTBB-FM.

The “Average Rating” is the audience of a specific station, at a specific time period, expressed as a percentage of the audience population. For example, KISX has a 1.7 rating which means 1.7% of the listener population that is 31+ in age listens to 107.3 between 6:00am - 10:00am, Monday through Friday.

The “Weekly Cume Persons” pertains to the total number of *different* people who listen to a radio station within a given daypart for at least five minutes.

<b>Station</b>	<b>Average Rating</b>	<b>Average Persons</b>
107.3 KISX-FM Hot Jamz	<u>7a-9a</u> : 2.5 <u>4p-6p</u> : 1.5	<u>7a-9a</u> : 5,400 <u>4p-6p</u> : 3,300
101.5 KNUE-FM New Country	<u>7a-9a</u> : 1.7 <u>4p-6p</u> : 1.2	<u>7a-9a</u> : 3,600 <u>4p-6p</u> : 2,500
92.1 KTBB-FM News-Talk-Sports	<u>7a-9a</u> : 0.4 <u>4p-6p</u> : 0.3	<u>7a-9a</u> : 900 <u>4p-6p</u> : 600

**Proposed Radio Schedule**



**PROPOSED RATES - 107.3 KISX**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 45.00	\$ 90.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 45.00	\$ 90.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 45.00	\$ 1,800.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 45.00	\$ 1,800.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 45.00	\$ 1,800.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 45.00	\$ 1,800.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 45.00	\$ 1,620.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 45.00	\$ 1,620.00
Bonus Spots 6am-12am	2/4/13	4/26/13	50	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>286</b>	<b>30</b>	<b>\$ 45.00</b>	<b>\$ 10,620.00</b>



**PROPOSED RATES - 101.5 KNUE**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 65.00	\$ 130.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 65.00	\$ 130.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 65.00	\$ 2,600.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 65.00	\$ 2,600.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 65.00	\$ 2,600.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 65.00	\$ 2,600.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 65.00	\$ 2,340.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 65.00	\$ 2,340.00
Bonus Spots 6am-12am	2/4/13	4/26/13	50	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>286</b>	<b>30</b>	<b>\$ 65.00</b>	<b>\$ 15,340.00</b>



**PROPOSED RATES - 92.1 KTBB-FM**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 27.00	\$ 54.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 27.00	\$ 54.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 27.00	\$ 1,080.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 27.00	\$ 1,080.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 27.00	\$ 1,080.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 27.00	\$ 1,080.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 27.00	\$ 972.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 27.00	\$ 972.00
Bonus Spots 5am-9pm	2/4/13	4/26/13	268	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>500</b>	<b>30</b>	<b>\$ 27.00</b>	<b>\$ 6,372.00</b>

## **BILLBOARDS**

There are six billboards listed on the following pages that are currently available and are not currently booked for any time next year. This is subject to change daily.

Toll 49 is marked in dark red on the map below in order to see where the proposed billboards are located in relation to the toll road.

The material required for the Permanent Bulletins is vinyl which is wrapped around the board. The vinyl is \$2 per square foot and is guaranteed for 1 year. If the vinyl is damaged by a storm, ripped, etc. it will be replaced at no charge. Panel Free noted on the Permanent Bulletins means it is not a junior bulletin, a digital board, or a poster.

The Poster is made of material called posterflex which has a tarp feel. This material is only guaranteed for 60 days because it is a less expensive material. The poster has the posterflex material tucked into the frame that is around the board.

The snipe prices below are based on a minimum snipe fee. Final snipe costs will be subject to the actual size of the snipe.



**#1****I-20 South Side - 5.7 mi East of State Hwy 19****RESERVED****Location:** Right hand read, East of Canton. Great for Van to Shreveport. Faces West.**Style:** Junior Bulletin/Regular**Copy Size:** 10' 0" x 24' 0"    **Vinyl Size:** 11' 0" x 25' 0"**Daily Effective Circulation:** 23,431**Rate:** \$805 every 4 weeks    **February-April:** \$2,415    **Cost of Vinyl:** \$2 per sq ft    **Vinyl Price:** \$550**Minimum Snipe Price:** \$288    **Total Billboard Price:** \$3,253**#2****I-20 North Side - .6 mi West of US 69****RESERVED****Location:** Right hand read, just past the Hwy 69 exit at Tyler and Lindale, thru traffic to the Dallas area. Faces East.**Style:** Permanent Bulletin/Panel Free**Size:** 14' 0" x 48' 0"    **Vinyl Size:** 15' 0" x 49' 0"**Daily Effective Circulation:** 25,609**Rate:** \$1,840 every 4 weeks    **February-April:** \$5,520    **Cost of Vinyl:** \$2 per sq ft    **Vinyl Price:** \$1,470**Minimum Snipe Price:** \$288    **Total Billboard Price:** \$7,278

**#3**

## Noonday 1 Hwy 155 South

**RESERVED**

**Location:** Left hand read headed to All Lake and Resort Properties. Faces North.

**Style:** Bulletin

**Size:** 8' 0" x 24' 0"

**Daily Effective Circulation:** 16,000

**Rate:** \$345 every 4 weeks **February-April:** \$1,035 **Printing and Installation:** \$450

**Snipe Cost:** \$201 **Total Billboard Price:** \$1,686



**#4**

## FM 2493 Old Jacksonville

**RESERVED**

**Location:** Left hand read at major stoplight commuter traffic coming into Tyler. Faces South.

**Style:** Bulletin

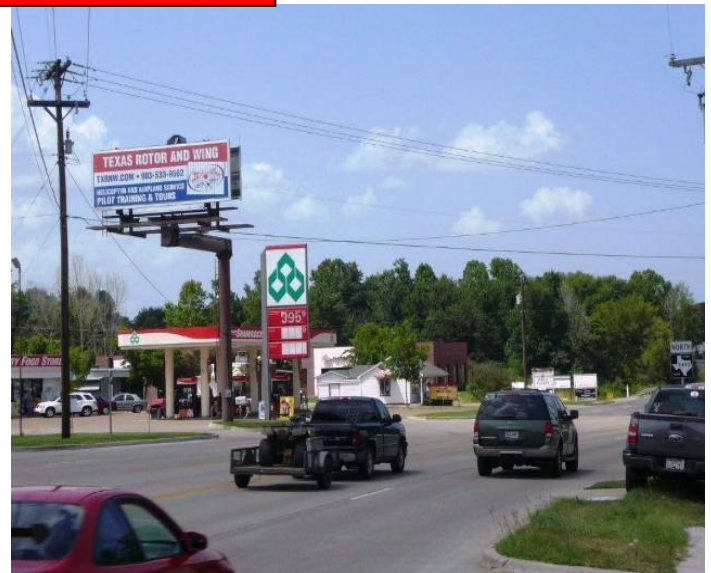
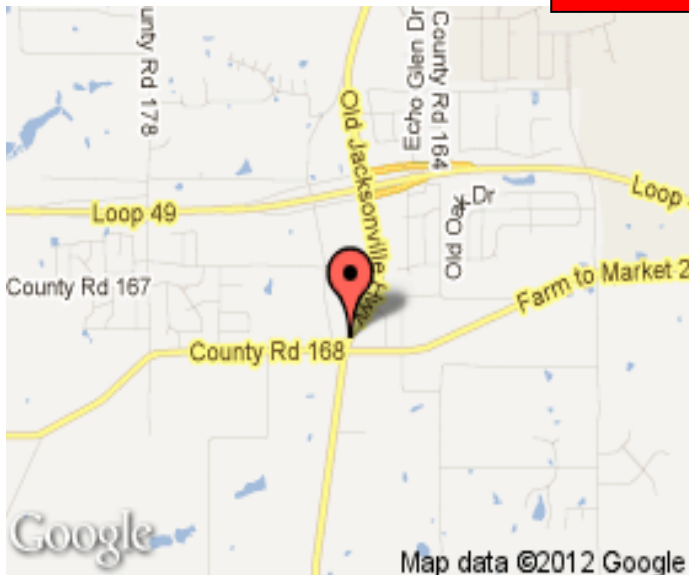
**Size:** 8' 0" x 24' 0"

**Daily Effective Circulation:** 10,000

**Rate:** \$288 every 4 weeks **February-April:** \$863 **Printing and Installation:** \$450

**Total Billboard Price:** \$1,313

Snipe not possible on this board



**#5**

**Hwy 69 East Side - 1,300' South of Cambridge Rd**

**Location:** Right hand read. The last poster panel as you enter Tyler on Hwy 69S. Panel is in the fastest growing area of Tyler. Faces South.

**Style:** Poster/Retro

**Size:** 10' 6" x 22' 9"     **Vinyl Size:** 10' 6" x 22' 9"

**Daily Effective Circulation:** 11,243

**Rate:** \$705 every 4 weeks   **February-April:** \$2,115   **Cost of material:** \$428 (with snipe)

**Total Billboard Price:** \$2,543



**#6**

**Hwy 110 South East Side - .2 mi South of CR 2121**

**Location:** Left hand read, south bound poster just after Trane Air Conditioning Plant on Hwy 110. Leads traffic to Whitehouse and Troup. Faces North.

**Style:** Poster/Retro

**Size:** 10' 6" x 22' 9"

**Daily Effective Circulation:** 12,407

**Rate:** \$406 every 4 weeks   **February-April:** \$1,218   **Cost of Material:** \$428 (with snipe)

**Total Billboard Price:** \$1,646



## Marketing Plan Calendar

### Marketing Plan Total Potential Customer Reach:

Month	Marketing Tool
February '13	<p>February 1, 2013-February 28, 2013: Run radio spots on Monday through Friday, from 6am-10am and 3pm-7pm.</p> <p>February 2013: Once the billboard artwork is approved, production takes approximately 2 weeks then the billboards will be put up.</p> <p>February 1, 2013-February 28, 2013: Advertise on six billboards in the Tyler area.</p>
March '13	<p>March 2, 2013 – Tentative Grand Opening of Segment 3B of Toll 49.</p> <p>March 4, 2013-March 29, 2013: Run radio spots on Monday through Friday, from 6am-10am and 3pm-7pm.</p> <p>March 1, 2013-March 31, 2013: Advertise on six billboards in the Tyler area.</p>
April '13	<p>April 1, 2013-April 26, 2013: Run radio spots on Monday, Wednesday, and Fridays, from 6am-10am and 3pm-7pm.</p> <p>April 1, 2013-April 30, 2013: Advertise on six billboards in the Tyler area.</p> <p>April 2013: The billboards will be taken down either when they are sold again or if they need to be taken down by a certain date.</p>

## Budget Estimate

The below budget estimate is based on current market prices and is subject to change until purchase.

Item	Description	Total Quantity	Price
<b>Radio Production</b>	<ul style="list-style-type: none"> <li>30 Second Commercial</li> </ul>	2	\$525.00
<b>Radio Spots</b>	<ul style="list-style-type: none"> <li>107.3 KISX</li> </ul>	232 30-second spots	\$10,620
	<ul style="list-style-type: none"> <li>101.5 KNUE</li> </ul>	232 30-second spots	\$15,340
	<ul style="list-style-type: none"> <li>92.1 KTBB-FM</li> </ul>	500 30-second spots	\$6,372
<b>Billboard Advertising</b>	<ul style="list-style-type: none"> <li>Billboard Creative</li> </ul>	2	\$650 (includes 2 billboard design concepts)
	<ul style="list-style-type: none"> <li>Additional design fees for snipes and varying sizes</li> </ul>	1	\$185
	<ul style="list-style-type: none"> <li>#1: I-20 South Side</li> </ul>	12 weeks	\$3,253
	<ul style="list-style-type: none"> <li>#2: I-20 North Side</li> </ul>	12 weeks	\$7,278
	<ul style="list-style-type: none"> <li>#3: Noonday 1 Hwy 155 South</li> </ul>	12 weeks	\$1,686
	<ul style="list-style-type: none"> <li>#4: FM 2493 Old Jacksonville</li> </ul>	12 weeks	\$1,313
	<ul style="list-style-type: none"> <li>#5: Hwy 69 East Side</li> </ul>	12 weeks	\$2,543
<ul style="list-style-type: none"> <li>#6: Hwy 110 South</li> </ul>	12 weeks	\$1,646	
<b>TOTAL</b>			<b>\$51,411</b>



## MEETING NOTICE

TO: North East Texas Regional Mobility Authority Members  
FROM: Linda Thomas, Chair  
DATE: November 6, 2012  
SUBJECT: **NET RMA REGULAR BOARD MEETING**

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The next meeting of the NET RMA is scheduled as follows:

**DATE:** Tuesday November 6, 2012  
**TIME:** 1:30 PM  
**PLACE:** Comfort Suites Conference Room  
200 West Centennial Blvd  
Lindale, TX 75771

Enclosed are the agenda and other pertinent information for your review prior to the meeting. Should you have any questions, please call me at 903.509.1552.

**NORTH EAST TEXAS REGIONAL MOBILITY AUTHORITY (NET RMA)  
BOARD OF DIRECTORS REGULAR MEETING  
1:30 PM Tuesday November 6, 2012  
Comfort Suites – Conference Room  
200 West Centennial Blvd  
Lindale, TX 75771**

**PRESIDING: Linda Thomas, CHAIR**

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**1. CALL TO ORDER AND DECLARATION OF QUORUM**

Notice of this meeting was posted with the Secretary of State's Office, with the County Clerk in Smith County, on the NET RMA website, on the Toll 49 website and in the offices of Atkins on November 1, 2012.

A quorum was declared. There were 12 Board Members present. The meeting was called to order by Chair Thomas at 1:29 PM.

**2. INVOCATION**

Chair Thomas asked that Smith County Board member, Barham Fulmer, give the invocation.

**3. WELCOME & INTRODUCTION OF BOARD MEMBERS**

Board Members

The NET RMA Board members that were present introduced themselves and some gave brief welcoming remarks. Board members present at the meeting included: Linda Thomas, Keith Honey, James Harris, Andy Vinson, Barham Fulmer, Robert Murray, Dave Spurrier, Gaylon White, Jim Stephens, Gary Halbrooks, Jeff Sandford and Hudson Old.

Absent Board members included: Tim Vaughn, Walta Cooke, Celia Boswell, Mike Thomas and Barry Hughes.

**4. REMARKS BY PUBLIC OFFICIALS**

There were no remarks by any public officials at this meeting.

**5. OPEN PUBLIC FORUM / COMMENT PERIOD**

There were no public comments made at this meeting.

**6. APPROVAL OF MINUTES**

A. Discussion, Consideration and Approval of Minutes for

**Action Item**

- September 18, 2012 NET RMA Regular Board Meeting

Chair Thomas referred the board to the minutes dated September 18, 2012 from the regular board meeting. The Chair entertained a motion to approve these minutes if there were no edits by the Board.

Board Member Gary Halbrooks moved the approval. Board Member James Harris seconded the motion. The motion carried and the minutes for the September 18, 2012 meeting were approved.

## 7. CHAIRMAN'S REPORT

Chair Thomas

### A. Appointment of Gary Halbrooks to the East Texas Transportation Partners Commission

Chair Thomas announced to the Board that Board Member and Vice Chairman, Gary Halbrooks, was appointed to the East Texas Transportation Partners Commission, a group consisting of NET RMA, Smith County, ETCOG and NDMJ, which is working on the Smith County Multimodal Facility project.

### B. Update on the Texas Transportation Commission meeting held on October 25, 2012

Chair Thomas briefed the Board on the TTC meeting that was held in Austin in which all of the RMA's across the state were invited to attend to update the TTC on what they were working on currently. Chair Thomas stated that she was "very pleased" at the NETRMA's representation that day. County Judges Joel Baker of Smith County, Judge Bill Stoudt of Gregg County and Judge Hugh Taylor of Harrison County were all in attendance along with former Bowie County Judge James Carlow. Board member and Secretary Dave Spurrier and Vice Chairman Gary Halbrooks were also present.

Vice Chairman Gary Halbrooks stated that the NET RMA had the best showing of support out of any of the other larger RMAs there and commented that "The NET RMA has always been successful with us presenting a unified front at the TTC and that has always helped us in the past and will continue to help us in the future." Secretary Dave Spurrier commented that he was "intrigued to hear from all of the different RMAs across the state and was impressed to learn what they are all doing." Mr. Spurrier also stated that it was encouraging to hear what was going on in the state.

The power point presentation that was used at the TTC meeting is attached for reference.

### C. Meetings of Interest

- Texas Transportation Commission Meeting – November 15 at The Ballpark at Arlington in Arlington, TX and December 13, 2012 in Austin, TX [www.dot.state.tx.us](http://www.dot.state.tx.us)

Chair Thomas reminded the Board that the next meeting of the TTC was going to be in Arlington so if anyone was in DFW they should go by the meeting.

- TeamTX – Date Pending [www.team-tx.org](http://www.team-tx.org)

Team TX has started up again since they have a Legislation plan now. Chair Thomas reminded the Board that former Board member, Tab Beall, was the Team TX advocate for the NET RMA a few years ago.

- Texas Good Roads Association held a meeting in Longview that Chair Thomas attended.

Chair Thomas lastly mentioned that TxDOT was holding a ribbon cutting ceremony for Segment 3A of Toll 49 on Friday November 9, 2012 at 10 am. Now traffic traveling on Toll 49 can move from SH 110 near Whitehouse all the way to SH 31 non-stop.



## 8. TREASURER'S REPORT

Andy Vinson

### A. Discussion, Consideration and Possible Action on the Treasurer's Report

**Action Item**

Chair Thomas called upon Board Member and Treasurer, Andy Vinson, to give the Treasurer's Report but Mr. Vinson deferred to Tom Fitzgerald, CPA to give the report that he himself had prepared.

Mr. Fitzgerald went over the highlights that were provided in the Board books. The statement of net assets as of September 30, 2012, the statement of revenues, expenses and change in net assets for the year ended September 30, 2012, the change in net assets budget to actual comparison for the year ended September 30, 2012, the construction budgets to actual comparison for the year ended September 30, 2012 and the construction budgets to actual comparison for the year ended September 30, 2012.

The Board didn't have any questions after Mr. Fitzgerald had completed his summary of the financial statements.

Board Member Barham Fulmer moved the approval. Board Member Keith Honey seconded the motion. The motion carried.

## 9. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON ISSUANCE OF A REQUEST FOR QUALIFICATIONS FOR GENERAL ENGINEERING CONSULTING SERVICES (Resolution 12-29)

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-29.

Mr. Owen started out by explaining to the Board that the current GEC contract was now expired and the two year extension that was done expires in June 2013 therefore it is in need of another extension or an RFQ process to allow other firms the chance to "bid" for the contract with the NET RMA.

NET RMA Vice Chairman, Gary Halbrooks, stated that "everybody that has represented us to date has done a great job so far but we have to do our fiduciary responsibility here since we are dealing with public dollars not private dollars so that we need to put it out there."

NET RMA Secretary, Dave Spurrier, asked Mr. Owen what the time frame was for the RFQ process and why it didn't coincide with the end of the fiscal year. Mr. Owen answered because that is when the contract for services ends.

Chair Thomas then asked Mr. Owen if a committee needed to be set up for the selection process and if there would be any expenses associated with the RFQ process. Mr. Owen replied that yes a committee should be set up comprising of two to three Board members and possibly some outside help like another consultant. The considerable cost would be on the firms submitting the RFQs not on the NET RMA per se.

Chair Thomas then asked the Board to advise her of any recommendations that they may have as far as the RFQ committee members go so she could start complying it.

Board Member and Secretary Dave Spurrier moved the approval. Board Member Jeff Sandford seconded the motion. The motion carried.

**10. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON ISSUANCE OF A REQUEST FOR QUALIFICATIONS FOR FINANCIAL ADVISORY SERVICES  
(Resolution 12-30)**

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-30.

Mr. Owen explained that this resolution was similar to the previous one in that the Board would be approving the RFQ process to begin in search of new financial advisory services. Mr. Owen also pointed out that First Southwest hasn't been used lately and that seeking out a new firm would be in the Board's best interest. "The time has come to find a new firm." suggested Mr. Owen.

Chair Thomas did ask if the process would be the same as it would be for the GEC RFQ process in which Mr. Owen stated that yes it would be.

Board Member Barham Fulmer moved the approval. Board Member James Harris seconded the motion. The motion carried.

**11. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON ISSUANCE OF A REQUEST FOR QUALIFICATIONS FOR GENERAL COUNSEL SERVICES  
(Resolution 12-31)**

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-31.

Mr. Owen said that this was the last of the resolutions dealing with the RFQ process and that it too worked the same as the others. Mr. Owen remarked that he wouldn't expect to get any other responses from other firms though. The last time the general counsel services contract was up there were only two other firms that submitted an RFQ.

NET RMA Secretary Dave Spurrier commented that "Locke Liddell represents something like six out of the eight RMA's in the state." Chair Thomas the commented that Brian Cassidy was part of the drafting in most of the RMA legislation that is used today which is why they were hired in the first place.

NET RMA Vice Chairman, Gary Halbrooks, stated that even though Locke Liddell seemingly appears to be the only choice that in the Board's best interest and because again they aren't dealing with private funds that the RFQ process should be gone though for general counsel services too. "Locke Liddell is well respected in the industry....but since we are using public funds we need to go to market." stated Mr. Halbrooks.

Board Member and Vice Chairman Gary Halbrooks moved the approval. Board Member Barham Fulmer seconded the motion. The motion carried.

**12. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON ADDENDUM NO. 1 AND CHANGE ORDER NO. 9 UNDER TOLL 49 DESIGN/BUILD CDA – RESOLUTION OF ISSUES CONCERNING ARCHEOLOGICAL DISCOVERY  
(Resolution 12-32)**

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-32.

Mr. Owen began by saying that neither of the parties involved, CH2M Hill nor Atkins/NET RMA were responsible for the for the delays that the archeological surveys caused and that it was just something that happened during the construction. In CH2M Hill's contract it stated that they were going to move south to north on the project but then when the archeological sites were discovered in the southern half of the project they ended up having to change their schedule in efforts to avoid the sites therefore requiring them to move all over the site so they could stay on schedule as much as possible. CH2M Hill showed impacts to the project totaling \$1.5 million dollars but are settling with the NET RMA for \$480,000.

NET RMA Secretary Dave Spurrier asked Mr. Owen if the NET RMA should wait on the Dispute Resolution Board (DRB) for any reason or go ahead and proceed. Mr. Owen said no that they need to get it done now and move on as soon as possible.

Board Member Robert Murray moved the approval. Board Member James Harris seconded the motion. The motion carried.

**13. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON CHANGE ORDER NO. 8 UNDER TOLL 49 DESIGN/BUILD CDA – RELOCATION OF ONCOR DISTRIBUTION LINE  
(Resolution 12-33)**

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-33.

Mr. Owen explained that an Oncor distribution line that is north of I-20 in the right of way would have to be relocated to avoid further hassles when dealing with future Segment 4 of Toll 49 construction in the area. It is being suggested that the line be moved to underground and that is why the compensation is required since it is more expensive to move it underground.

Board Member Barham Fulmer moved the approval. Board Member and Vice Chairman Gary Halbrooks seconded the motion. The motion carried.

**14. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON APPROVAL OF AN INTERLOCAL AGREEMENT WITH CTRMA FOR TOLL COLLECTION PROCESSING SERVICES  
(Resolution 12-34)**

**Action Item**

Chair Thomas asked that Mr. Everett Owen, Project Director, address the Board regarding Resolution 12-34.

Mr. Owen stated that entering into this ILA with CTRMA would allow all the toll collection processing services to the NET RMA be handled by CTRMA and that of its consultants once the toll way is turned over to the NET RMA.

As of right now, the existing equipment is owned and operated by TxDOT and their system, run by Raytheon, doesn't coincide with who the NET RMA has chosen to handle their 's, Telvent.

Board member Jim Stephens wanted to know what the toll collection was for TxDOT's gantries. Mr. Owen said that they didn't have that information since they do belong to TxDOT but that they could get it and report back.

Board Member and Secretary Dave Spurrier moved the approval. Board Member Keith Honey seconded the motion. The motion carried.

**15. DISCUSSION, CONSIDERATION AND POSSIBLE ACTION ON APPROVAL OF RMA LEGISLATIVE AGENDA FOR THE 83<sup>RD</sup> LEGISLATIVE SESSION (RESOLUTION 12-35)**

**Action Item**

Chair Thomas asked that Mrs. Lori Winland, Counsel with Locke Liddell, address the Board regarding Resolution 12-35.

Mrs. Winland went over some of the top priorities that involve transportation for this years' Legislative agenda that the Board, if passed, would be showing their support of. The 83<sup>rd</sup> Legislative session starts on January 8, 2013.

The following are the priorities for the upcoming session that were on a handout in the Board books:

1. Toll Enforcement Remedies: As RMAs open newly constructed toll projects to traffic, effective toll enforcement and collection is becoming an increasingly significant issue. While legislation passed last session gave RMAs the same enforcement powers as the North Texas Tollway Authority (NTTA), county toll road authorities, and TxDOT, these powers provide limited options to address the problem of chronic toll violators. RMAs, working with TxDOT, NTTA and other toll authorities, will support legislation to expand the currently available enforcement measures to include methods such as vehicle registration renewal block for chronic non-payment of tolls, enhanced penalties for use of toll facilities by chronic violators, and other potential remedies and deterrents. Further, enhanced remedies to address out-of-state (including international) violators are needed.
2. Revolving Fund: The concept of a revolving fund for transportation projects has been proposed in various forms during past legislative sessions, most recently as HB 3218 by Representative Larry Phillips during the 82nd Legislative Session. RMAs continue to support the creation of a revolving fund, either within the existing State Infrastructure Bank ("SIB") structure or as a separate, stand-alone fund. The revolving fund would serve to provide funding for a variety of purposes, including upfront project costs, a source of "gap" funding (i.e., the difference between bonding capacity and project costs), and as a possible credit enhancement tool, allowing RMAs to issue bonds to finance projects at more favorable rates. RMAs also support creating a subaccount with this revolving fund which would only include state funds, allowing for local development of projects pursuant to the streamlined environmental review process implemented last legislative session.
3. Transportation Reinvestment Zones: Transportation Reinvestment Zones (TRZs) offer an important tool for generating local funding for projects. The TRZ statute was significantly improved during the 82nd Legislative Session through the passage of HB 563 by Representative Joe Pickett and certain provisions in SB 1420, bills which were strongly supported by RMAs. The RMA statute was also amended (by virtue of HB 1112) to include provisions making TRZs a viable tool for funding RMA projects. RMAs

support continued efforts to improve TRZs to facilitate further use of this valuable project financing tool, and will support legislation further clarifying the TRZ statutes to make implementation easier based on actual experience.

4. **Increased Transportation Funding:** There is a dire need for increased funding for the state's transportation system. Some estimates indicate that there will be little or no new funds available for new construction as early as 2014, and that all available funding will be needed for maintenance and rehabilitation. In addition to tools intended to enhance funding capabilities (such as the SIB/revolving fund and TRZs), RMAs will support viable options to increase funding at the state or local level, including without limitation the dedication of vehicle sales tax revenues to the state highway fund.
5. **Project-Specific CDA Authority:** In the 82nd Legislative Session, SB 1420 (the TxDOT Sunset bill) authorized certain projects to be developed as concession Comprehensive Development Agreement (CDAs). If supported by the local legislative delegation, we will seek to add Segments 4, 6, 7, and 8 of Toll 49 to those projects having CDA authority.

Vice Chairman Gary Halbrooks moved approval. Board Member Jeff Sandford seconded the motion. The motion carried.

## **16. TOLL 49 GRAND OPENING AD HOC COMMITTEE REPORT**

Barham Fulmer

Chair Thomas asked Board Member Barham Fulmer to update the Board on the status with the Grand Opening.

Mr. Fulmer briefed the Board with an update on what the Committee has been working on. Mr. Fulmer stated that Committee had now met three times and had finally come to a soft tentative date for the ceremony, Saturday March 2, 2013 at approximately 10 am. An exact location for the ceremony has not yet been determined but will be at a later date.

Mr. Everett Owen stressed to the Board that the road would be opened as soon as it was ready regardless of when the celebration was held and that it could be opened to traffic before the proposed date of March 2, 2013.

Mr. Fulmer said, "We need to change our way of thinking about this. We are running a business here. The quicker we can get the most people on the toll way and accustomed to using it, that will increase the traffic on Toll 49 the stronger the stream of revenue will be." The entire budget is \$80K and the "party" budget which is part of the whole budget is \$13K Mr. Fulmer explained. The intent and plan is for the NET RMA to seek out sponsors to provide funds which will absorb some of the costs allowing for an increase in marketing efforts.

Please see the attached proposals submitted to the NET RMA Board for review from "dot the i" and Business Direct Marketing.

## **17. PROJECT DIRECTOR'S REPORT (Toll 49)**

Everett Owen

Chair Thomas asked if Mr. Owen had anything left to report after all of his explanations of the resolutions. Mr. Owen replied that he really didn't except to remind everyone that there would be a Project tour immediately after the Board meeting. Mr. Owen did offer that if anyone had any additional questions on anything to let him know.

NET RMA Treasurer and Board member Andy Vinson did ask Mr. Owen if Segment 3B of Toll 49 would have

a 30-day trial period so that motorists could try it out toll free like the other segments had done previously. Mr. Owen replied that no it wouldn't be able to because the NET RMA will begin tolling as soon as it opens so revenue can start coming in.

## 18. REPORT CONCERNING STATUS OF GEC WORK AUTHORIZATIONS

Mike Battles

Chair Thomas asked Mr. Mike Battles, Project Director of the GEC, to discuss Agenda Item 17.

Mr. Battles informed the Board that the invoices for their county dues for FY 2013 were sent out October 19<sup>th</sup> so if their county judges said anything to them they would be aware of them. Mr. Battles also mentioned that traffic was up on Toll 49 as a whole due in part to Segment 5 opening back in June. As well, Mr. Battles said that he was down in Austin back in October and sat in on the factory testing of the toll gantry equipment being handled by Telvent and that all was working as planned. Lastly, Mr. Battles answered a question that Chair Thomas had been asked by a Gregg County Commissioner in that the NET RMA Annual Reports would be going out to the counties by January or February 2013.

Mr. Battles also covered the following during his report:

- GEC is continuing the ETHG Feasibility Study. Currently doing corridor alignments, reviewing environmental constraints and preparing for traffic modeling tasks
- GEC is continuing the I-20 access study. Currently analyzing proposed developments, associated traffic movements and access needs
- GEC completed the draft Smith County Multi-Modal Facility Site Feasibility Study, dated October 2012. The report is undergoing NET RMA review, in preparation for submittal to Smith County and TxDOT
- All financial studies are complete
- Prepared materials for the NET RMA's status presentation to the Texas Transportation Commission meeting on October 25, 2012
- Prepared materials for November 6th Board Meeting
- Maintained the Compliance and Oversight data bases and notified Board Members of needed actions, if any
- Monitored traffic volumes and potential revenue for Toll 49 and prepared summary reports
- Assisted TxDOT with design and construction coordination for Segment 3A on an as-needed basis
- Continued support and materials development for the T-L Rail Coalition
- Supported Public Outreach / Education Committee efforts
- Web Site [www.netrma.org](http://www.netrma.org) and [www.toll49.org](http://www.toll49.org) updated periodically as needed.
- Continued posting press releases, board meeting info and traffic notices to the [www.netrma.org](http://www.netrma.org) and [www.toll49.org](http://www.toll49.org) websites
- Assisted with development of draft webpage for T-L Rail Coalition


## 19. ADJOURNMENT

The NET RMA regular board meeting adjourned at 2:47 pm.

Board Member and Vice Chairman Gary Halbrooks moved the approval. Board Member Robert Murray seconded the motion. The motion carried and the board meeting was adjourned.

  
Linda Thomas, Chair

  
Dave Spurrier, Secretary

  
Erin Lavender

**BOARD BOOK APPENDIX -  
COMPLIANCE AND OVERSIGHT**

- A. OPEN RECORDS SPREADSHEET
- B. SURETY BOND SPREADSHEET
- C. CONFLICT OF INTEREST SPREADSHEET
- D. TERM EXPIRATION SPREADSHEET
- E. TEC FILING SPREADSHEET

**EXECUTIVE SESSION PURSUANT TO GOVERNMENT CODE,  
CHAPTER 551, IF ANY**

- A. Section 551.071. Consultation with Attorney—Consultation with, and advice from legal counsel concerning pending/contemplated litigation, settlement offers and negotiations, and other legal issues.
- B. Section 551.074. Personnel Matters—Deliberation concerning the designation, reassignment, evaluation, compensation, and duties of personnel.
- C. Section 551.072. Deliberation Regarding Real Property—Discussion of real property purchase, exchange, lease, donation, including property to be acquired for right-of-way.

**FY 2013 Scheduled Board Meetings / Functions**

January 2013  
NET RMA Board Meeting  
TBA

Budget Workshop  
TBD

**Non-Scheduled Meetings / Functions - Where a Quorum Could be Present, but No RMA Business Would be Conducted**

Date Pending  
TeamTX  
Austin, Texas  
November 15 in Arlington, TX and December 13, 2012 in Austin, TX  
Texas Transportation Commission Meeting

**COURTESY RULES**

Thank you for your presence. The NET RMA appreciates your interest. If you wish to address the RMA on any agenda item, Public Participation Forms will be available before the meeting. These forms must be filled out and turned in to the RMA Chairman or secretary *prior* to the time the agenda item in question is addressed by the RMA.

You must be recognized by the Chair. (NOTE: Items will not necessarily be presented in the order they are posted.)

**OPEN COMMENT PERIOD**

At the conclusion of all other agenda items, the Board will allow an open comment period, **not to exceed one hour**, to receive public comment on any other matter that is under the jurisdiction of the Board. Public comment that does not relate to a specific agenda item must be made during the open comment period.

Each speaker will be allowed a **maximum of three (3) minutes**. Speakers must be signed up prior to the beginning of the open comment period. For subjects that are not otherwise part of the agenda for the meeting, Board members may neither comment nor question speakers during the open comment period, but may direct the Chairman, or a recognized committee to investigate the subject further. No action will be taken on matters that are not part of the agenda for the meeting.

**NOTE**

Enumerated agenda items are assigned for ease of reference only, and will not necessarily be considered by the Board in that particular order. The Chairman may rearrange the order in which agenda items are considered.

Presenters with audiovisual needs are requested to contact Erin Lavender at (903) 509-1552 ext. 448-1229, at least two working days prior to the meeting.

**ACCESSIBILITY STATEMENT FOR DISABLED PERSONS**

This meeting site is accessible to disabled persons as follows: wheelchair ramp at the main entrance. If any special assistance or accommodations are needed in order to attend this RMA meeting, please contact Erin Lavender at (903) 509-1552 ext. 448-1229, in advance so accommodations can be made.

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services, such as interpreters for person who are deaf or hearing impaired, and readers of large print or Braille, are requested to contact Erin Lavender at (903) 509-1552 ext. 448-1229, at least two working days prior to the meeting so that appropriate arrangements can be made.



## Toll 49 Segment 3B Grand Opening

Revised 5/7/12

### **Objective:**

Promote the opening of Toll 49 Segment 3B

Utilize opening to include other communities on Toll 49

### **Event Concept:**

Toll 49 Segment 3B opening will include:

1. Ribbon Cutting and Dignitary Comments
2. Tie-in with other major event
3. A. Parade  
OR  
B. Festival atmosphere with displays of motor vehicles, food, entertainment

### **Target Audience:**

1. General Public
2. Media
3. Toll Users

### **Event Logistics:**

Early Spring 2013: Saturday/ DATE TBD

9:00 a.m. Ribbon cutting/Dignitary comments

9:30 am Parade or Festival begins

Parade/Festival participants to include area high school and college bands, dance groups, etc., monster trucks, motorcycles, antique cars, luxury cars, NASCAR

Food vendors will be grouped in a food court area providing festival type food

\*\*One great entertainment band or celebrity

### **Promotion Strategies:**

Media stories

Newspaper Special Section

Outdoor Billboards

Event Posters

Broadcast – TV /Radio

Print – Area newspapers

### **Next Steps:**

Finalize Budget

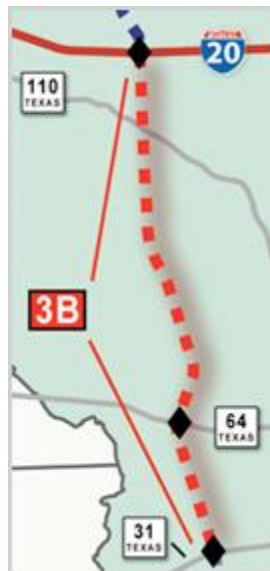
Determine exact location for event in order to manage logistics

# Proposal

Grand Opening of Segment 3B of Toll 49

Net RMA

Mike Battles & Erin Lavender



Business Direct Marketing

Lisa Jones, President

November 21, 2012



## Marketing Plan Recommendation

### Purpose

The purpose is to promote NET RMA's Grand Opening of Segment 3B on Toll 49 by utilizing radio and billboard advertising. The advertising will educate the consumer, promote the Grand Opening of Toll 49, and encourage consumers to use the new toll road, which will in turn help increase TxTag sales and uses.

### Plan Overview

The following BDM Programs are designed to reach consumers who would benefit from using Toll 49.

1. Broadcast Radio
2. Billboard Advertising

Individual Marketing Plan components are outlined below.

## BDM Recommendations

Business Direct Marketing (BDM) recommends the following forms of advertising in order to promote the Grand Opening of Segment 3B of Toll 49.

### RADIO

BDM recommends that two different 30-second radio commercials be produced to be broadcast on the following three radio stations:

- 107.3 KISX-FM Hot Jamz
- 101.5 KNUE-FM New Country
- 92.1 KTBB-FM News-Talk-Sports

To capture the working population that will benefit from using Toll 49, the demographic we suggest targeting on these three radio stations includes adults age 31+. The ideal time to reach this demographic would be during common commuting times of 7:00am-9:00am and 4:00pm-6:00pm.

In order to saturate the market, we feel that at least two spots need to be featured every morning and 2 every afternoon. This totals to 40 spots a week per station during the morning drive times and 40 spots a week per station during the afternoon drive times. In April, we recommend increasing the number of spots to 3 in the morning and 3 in the afternoon to be featured on Monday, Wednesday, and Friday. Please see page 5 for a detailed schedule of radio spots.

## **BILLBOARDS**

BDM recommends that NET RMA advertise on the six billboards listed below in the proposal. Traffic counts indicate that advertising on these six billboards will be most beneficial to NET RMA for promoting the use of Toll 49. The six recommended include:

- 1) I-20 South Side
- 2) I-20 North Side
- 3) Noonday 1 Hwy 155 South
- 4) FM 2493 Old Jacksonville
- 5) Hwy 69 East Side
- 6) Hwy 110 South

Statistics show that these six billboards have the greatest visibility in the most populated areas of Tyler and its surrounding areas. This visibility is confirmed in the high daily impressions of these billboards. The locations of the billboards are also in the fastest growing areas of Tyler and are in close proximity to Toll 49. BDM highly recommends the use of these six billboards by NET RMA in order to produce positive results. Regarding the creative for the billboards, we recommend having two different design concepts for use on the billboards.

## **BROADCAST RADIO**

### **Radio Commercial Production**

- \$650.00 for two 30 second commercials produced together
- \$525.00 for a 30 second commercial produced

\*These prices include a basic script with one voiceover.

### **Radio Stations**

The proposed radio schedule on the following page is based on the demographic of adults age 31+. For February and March, the rates are based on 2 spots per day in the 7:00 am - 9:00 am time frame and 2 spots per day in the 4:00 pm – 6:00 pm time frame, Monday through Friday, for a total of 8 weeks. For April, the rates are based on 3 spots per day in the 7:00 am - 9:00 am time frame and 3 spots per day in the 4:00 pm – 6:00 pm time frame, Monday, Wednesday, and Friday, for a total of 4 weeks.

Referenced in the table below are the average rating and weekly cume persons statistic for KISX, KNUE, and KTBB-FM.

The “Average Rating” is the audience of a specific station, at a specific time period, expressed as a percentage of the audience population. For example, KISX has a 1.7 rating which means 1.7% of the listener population that is 31+ in age listens to 107.3 between 6:00am - 10:00am, Monday through Friday.

The “Weekly Cume Persons” pertains to the total number of *different* people who listen to a radio station within a given daypart for at least five minutes.

<b>Station</b>	<b>Average Rating</b>	<b>Average Persons</b>
107.3 KISX-FM Hot Jamz	<u>7a-9a</u> : 2.5 <u>4p-6p</u> : 1.5	<u>7a-9a</u> : 5,400 <u>4p-6p</u> : 3,300
101.5 KNUE-FM New Country	<u>7a-9a</u> : 1.7 <u>4p-6p</u> : 1.2	<u>7a-9a</u> : 3,600 <u>4p-6p</u> : 2,500
92.1 KTBB-FM News-Talk-Sports	<u>7a-9a</u> : 0.4 <u>4p-6p</u> : 0.3	<u>7a-9a</u> : 900 <u>4p-6p</u> : 600

**Proposed Radio Schedule**



**PROPOSED RATES - 107.3 KISX**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 45.00	\$ 90.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 45.00	\$ 90.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 45.00	\$ 1,800.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 45.00	\$ 1,800.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 45.00	\$ 1,800.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 45.00	\$ 1,800.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 45.00	\$ 1,620.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 45.00	\$ 1,620.00
Bonus Spots 6am-12am	2/4/13	4/26/13	50	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>286</b>	<b>30</b>	<b>\$ 45.00</b>	<b>\$ 10,620.00</b>



**PROPOSED RATES - 101.5 KNUE**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 65.00	\$ 130.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 65.00	\$ 130.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 65.00	\$ 2,600.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 65.00	\$ 2,600.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 65.00	\$ 2,600.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 65.00	\$ 2,600.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 65.00	\$ 2,340.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 65.00	\$ 2,340.00
Bonus Spots 6am-12am	2/4/13	4/26/13	50	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>286</b>	<b>30</b>	<b>\$ 65.00</b>	<b>\$ 15,340.00</b>



**PROPOSED RATES - 92.1 KTBB-FM**

30s - 12 wks (2/1-4/26)

Time			Spots	Length	Proposed Rate	Total
F 6am-10am	2/1/13	2/1/13	2	30	\$ 27.00	\$ 54.00
F 3pm-7pm	2/1/13	2/1/13	2	30	\$ 27.00	\$ 54.00
M-F 6am-10am	2/4/13	2/28/13	40	30	\$ 27.00	\$ 1,080.00
M-F 3pm-7pm	2/4/13	2/28/13	40	30	\$ 27.00	\$ 1,080.00
M-F 6am-10am	3/4/13	3/29/13	40	30	\$ 27.00	\$ 1,080.00
M-F 3pm-7pm	3/4/13	3/29/13	40	30	\$ 27.00	\$ 1,080.00
M,W,F 6am-10am	4/1/13	4/26/13	36	30	\$ 27.00	\$ 972.00
M,W,F 3pm-7pm	4/1/13	4/26/13	36	30	\$ 27.00	\$ 972.00
Bonus Spots 5am-9pm	2/4/13	4/26/13	268	30	\$ -	\$ -
<b>12 Wk Total</b>	<b>2/1/2013</b>	<b>4/26/2013</b>	<b>500</b>	<b>30</b>	<b>\$ 27.00</b>	<b>\$ 6,372.00</b>

## **BILLBOARDS**

There are six billboards listed on the following pages that are currently available and are not currently booked for any time next year. This is subject to change daily.

Toll 49 is marked in dark red on the map below in order to see where the proposed billboards are located in relation to the toll road.

The material required for the Permanent Bulletins is vinyl which is wrapped around the board. The vinyl is \$2 per square foot and is guaranteed for 1 year. If the vinyl is damaged by a storm, ripped, etc. it will be replaced at no charge. Panel Free noted on the Permanent Bulletins means it is not a junior bulletin, a digital board, or a poster.

The Poster is made of material called posterflex which has a tarp feel. This material is only guaranteed for 60 days because it is a less expensive material. The poster has the posterflex material tucked into the frame that is around the board.

The snipe prices below are based on a minimum snipe fee. Final snipe costs will be subject to the actual size of the snipe.



**#1****I-20 South Side - 5.7 mi East of State Hwy 19****RESERVED****Location:** Right hand read, East of Canton. Great for Van to Shreveport. Faces West.**Style:** Junior Bulletin/Regular**Copy Size:** 10' 0" x 24' 0"    **Vinyl Size:** 11' 0" x 25' 0"**Daily Effective Circulation:** 23,431**Rate:** \$805 every 4 weeks    **February-April:** \$2,415    **Cost of Vinyl:** \$2 per sq ft    **Vinyl Price:** \$550**Minimum Snipe Price:** \$288    **Total Billboard Price:** \$3,253**#2****I-20 North Side - .6 mi West of US 69****RESERVED****Location:** Right hand read, just past the Hwy 69 exit at Tyler and Lindale, thru traffic to the Dallas area. Faces East.**Style:** Permanent Bulletin/Panel Free**Size:** 14' 0" x 48' 0"    **Vinyl Size:** 15' 0" x 49' 0"**Daily Effective Circulation:** 25,609**Rate:** \$1,840 every 4 weeks    **February-April:** \$5,520    **Cost of Vinyl:** \$2 per sq ft    **Vinyl Price:** \$1,470**Minimum Snipe Price:** \$288    **Total Billboard Price:** \$7,278

**#3**

## Noonday 1 Hwy 155 South

**RESERVED**

**Location:** Left hand read headed to All Lake and Resort Properties. Faces North.

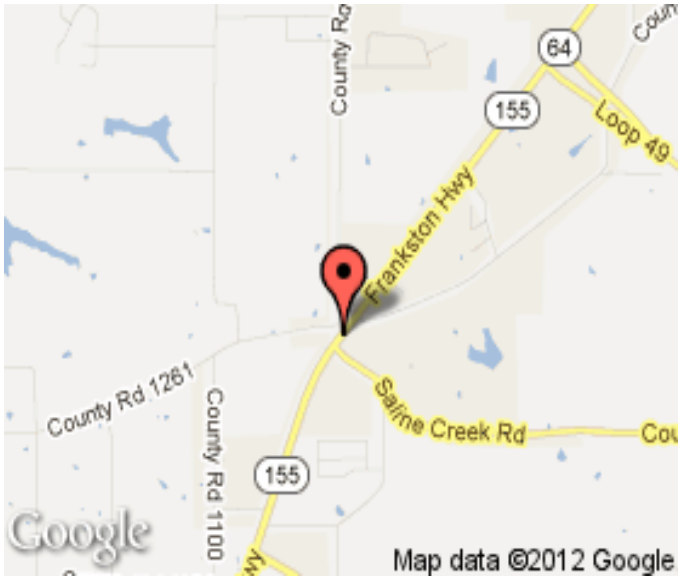
**Style:** Bulletin

**Size:** 8' 0" x 24' 0"

**Daily Effective Circulation:** 16,000

**Rate:** \$345 every 4 weeks **February-April:** \$1,035 **Printing and Installation:** \$450

**Snipe Cost:** \$201 **Total Billboard Price:** \$1,686



**#4**

## FM 2493 Old Jacksonville

**RESERVED**

**Location:** Left hand read at major stoplight commuter traffic coming into Tyler. Faces South.

**Style:** Bulletin

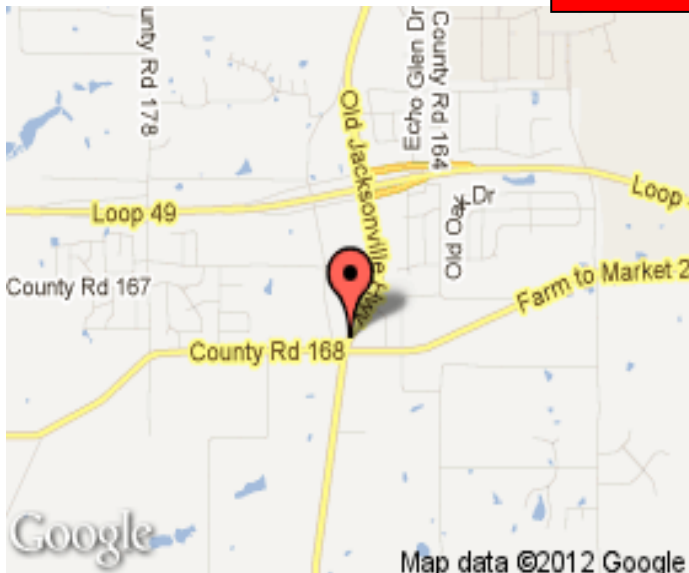
**Size:** 8' 0" x 24' 0"

**Daily Effective Circulation:** 10,000

**Rate:** \$288 every 4 weeks **February-April:** \$863 **Printing and Installation:** \$450

**Total Billboard Price:** \$1,313

Snipe not possible on this board



**#5**

**Hwy 69 East Side - 1,300' South of Cambridge Rd**

**Location:** Right hand read. The last poster panel as you enter Tyler on Hwy 69S. Panel is in the fastest growing area of Tyler. Faces South.

**Style:** Poster/Retro

**Size:** 10' 6" x 22' 9"     **Vinyl Size:** 10' 6" x 22' 9"

**Daily Effective Circulation:** 11,243

**Rate:** \$705 every 4 weeks   **February-April:** \$2,115   **Cost of material:** \$428 (with snipe)

**Total Billboard Price:** \$2,543



**#6**

**Hwy 110 South East Side - .2 mi South of CR 2121**

**Location:** Left hand read, south bound poster just after Trane Air Conditioning Plant on Hwy 110. Leads traffic to Whitehouse and Troup. Faces North.

**Style:** Poster/Retro

**Size:** 10' 6" x 22' 9"

**Daily Effective Circulation:** 12,407

**Rate:** \$406 every 4 weeks   **February-April:** \$1,218   **Cost of Material:** \$428 (with snipe)

**Total Billboard Price:** \$1,646



## Marketing Plan Calendar

### Marketing Plan Total Potential Customer Reach:

Month	Marketing Tool
February '13	<p>February 1, 2013-February 28, 2013: Run radio spots on Monday through Friday, from 6am-10am and 3pm-7pm.</p> <p>February 2013: Once the billboard artwork is approved, production takes approximately 2 weeks then the billboards will be put up.</p> <p>February 1, 2013-February 28, 2013: Advertise on six billboards in the Tyler area.</p>
March '13	<p>March 2, 2013 – Tentative Grand Opening of Segment 3B of Toll 49.</p> <p>March 4, 2013-March 29, 2013: Run radio spots on Monday through Friday, from 6am-10am and 3pm-7pm.</p> <p>March 1, 2013-March 31, 2013: Advertise on six billboards in the Tyler area.</p>
April '13	<p>April 1, 2013-April 26, 2013: Run radio spots on Monday, Wednesday, and Fridays, from 6am-10am and 3pm-7pm.</p> <p>April 1, 2013-April 30, 2013: Advertise on six billboards in the Tyler area.</p> <p>April 2013: The billboards will be taken down either when they are sold again or if they need to be taken down by a certain date.</p>

## Budget Estimate

The below budget estimate is based on current market prices and is subject to change until purchase.

Item	Description	Total Quantity	Price
<b>Radio Production</b>	<ul style="list-style-type: none"> <li>30 Second Commercial</li> </ul>	2	\$525.00
<b>Radio Spots</b>	<ul style="list-style-type: none"> <li>107.3 KISX</li> </ul>	232 30-second spots	\$10,620
	<ul style="list-style-type: none"> <li>101.5 KNUE</li> </ul>	232 30-second spots	\$15,340
	<ul style="list-style-type: none"> <li>92.1 KTBB-FM</li> </ul>	500 30-second spots	\$6,372
<b>Billboard Advertising</b>	<ul style="list-style-type: none"> <li>Billboard Creative</li> </ul>	2	\$650 (includes 2 billboard design concepts)
	<ul style="list-style-type: none"> <li>Additional design fees for snipes and varying sizes</li> </ul>	1	\$185
	<ul style="list-style-type: none"> <li>#1: I-20 South Side</li> </ul>	12 weeks	\$3,253
	<ul style="list-style-type: none"> <li>#2: I-20 North Side</li> </ul>	12 weeks	\$7,278
	<ul style="list-style-type: none"> <li>#3: Noonday 1 Hwy 155 South</li> </ul>	12 weeks	\$1,686
	<ul style="list-style-type: none"> <li>#4: FM 2493 Old Jacksonville</li> </ul>	12 weeks	\$1,313
	<ul style="list-style-type: none"> <li>#5: Hwy 69 East Side</li> </ul>	12 weeks	\$2,543
<ul style="list-style-type: none"> <li>#6: Hwy 110 South</li> </ul>	12 weeks	\$1,646	
<b>TOTAL</b>			<b>\$51,411</b>