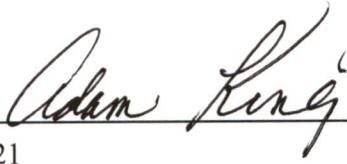


REQUEST FOR AGENDA PLACEMENT FORM

Submission Deadline - Tuesday, 12:00 PM before Court Dates

SUBMITTED BY: Sheriff Adam King TODAY'S DATE: December 14, 2021

DEPARTMENT: JCSO - Jail

SIGNATURE OF DEPARTMENT HEAD: 

REQUESTED AGENDA DATE: December 27, 2021

SPECIFIC AGENDA WORDING:

Consideration for Approval of Advertising Budget (Billboard and Socia Media Advertising).

COMMISSIONERS COURT

DEC 27 2021

Approved

PERSON(S) TO PRESENT ITEM:

Sheriff Adam King / Chief David Blankenship

SUPPORT MATERIAL: (Must enclose supporting documentation)

TIME: 5

(Anticipated number of minutes needed to discuss item)

ACTION ITEM: ✓

WORKSHOP:

CONSENT:

EXECUTIVE:

STAFF NOTICE:

COUNTY ATTORNEY:

AUDITOR: ✓

PERSONNEL:

BUDGET COORDINATOR: ✓

IT DEPARTMENT:

PURCHASING DEPARTMENT:

PUBLIC WORKS:

OTHER:

This Section to be completed by County Judge's Office

ASSIGNED AGENDA DATE: _____

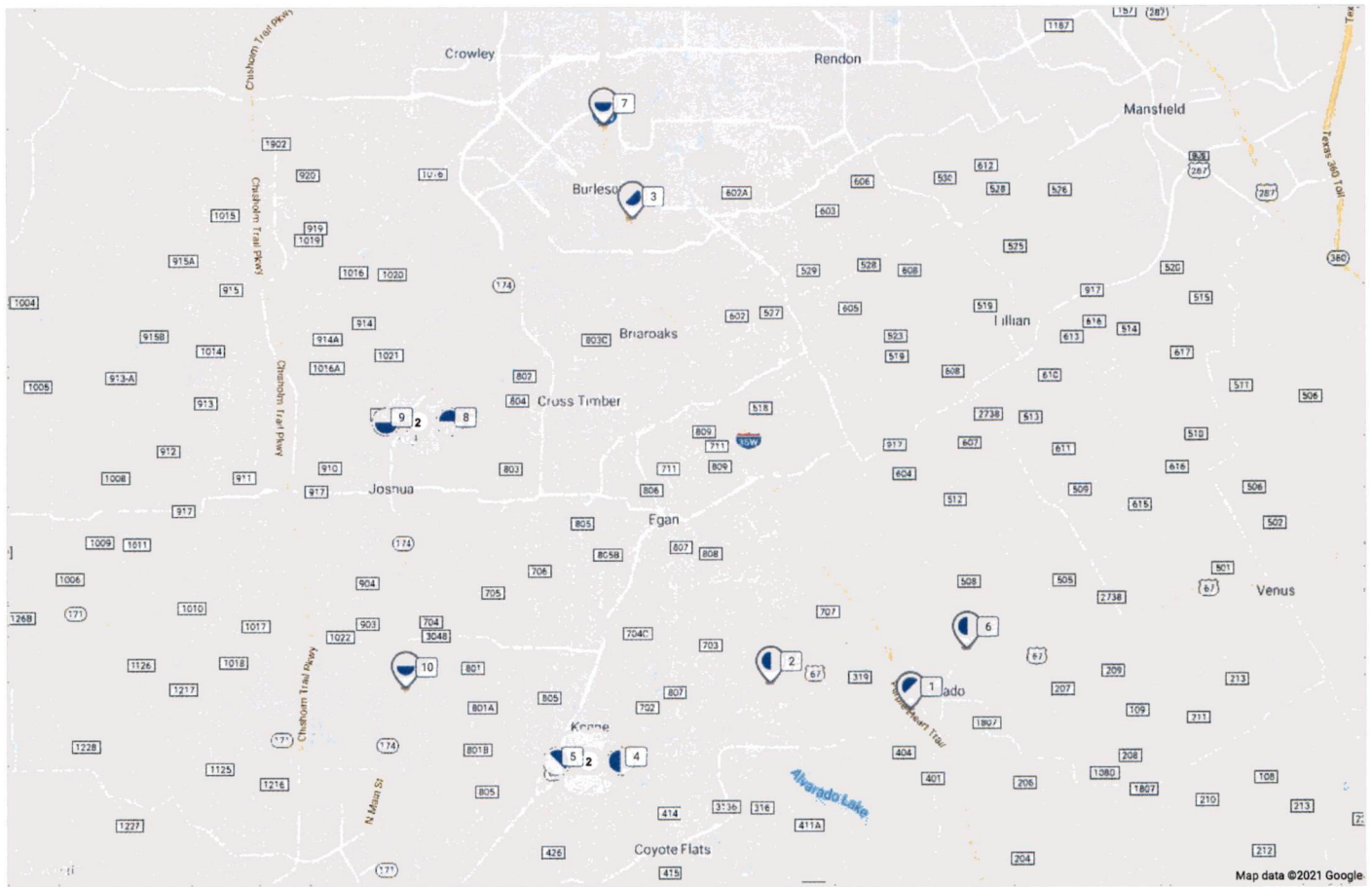
REQUEST RECEIVED BY COUNTY JUDGE'S OFFICE:

COURT MEMBER APPROVAL:

DATE:

MAP #1

JOHNSON COUNTY SHERIFFS OFFICE



LOCATION LIST

JOHNSON COUNTY SHERIFFS OFFICE

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	12160	391652	Junior Bulletin / Regular	South East	10' 0" x 30' 0"	100,788	YES
<p>Location: I-35W-MP25.2-.8MI S/O HWY-67 W/S TOP Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$560.00 Miscellaneous: Total: \$7,280</p>								
	2	83241	30803426	Permanent Bulletin / Regular	East	10' 0" x 30' 0"	78,641	YES
<p>Location: US 67 n/l 2.3 mi. w/o I-35 W (TOP) Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$210.00 Miscellaneous: Total: \$2,730</p>								
	3	12210	391657	Junior Bulletin / Regular	North West	10' 0" x 30' 0"	122,854	YES
<p>Location: I-35W-MP36-.8 MI S/O RENFRO E/S Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$700.00 Miscellaneous: Total: \$9,100</p>								
	4	11400	391602	Junior Bulletin / Regular	East	10' 0" x 32' 0"	83,573	YES
<p>Location: US 67 6 MI W/O I-35W N/S TOP Current Advertiser: PHEZ ASPHALT CONSTRUCTION LLC Rate: \$350.00 Miscellaneous: Total: \$4,500</p>								

LOCATION LIST

JOHNSON COUNTY SHERIFFS OFFICE

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	5	11240	391589	Junior Bulletin / Regular	South West	10' 0" x 32' 0"	61,535	YES
<p>Location: US 67 6 MI W/O I-35W N/S TOP Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$350.00 Miscellaneous: Total \$4,500</p>								
	6	11800	391633	Junior Bulletin / PanelFree	East	10' 0" x 30' 0"	85,684	YES
<p>Location: US-67 1.5 MI E/O I-35W N/S Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$480.00 Miscellaneous: Total: \$6,240</p>								
	7	10020	391580	Junior Bulletin / Regular	North	10' 0" x 30' 0"	300,274	YES
<p>Location: I-35W-MP37.7-.3MI S/O ALSBURY W/S Current Advertiser: TEXAS INITIATIVE Rate: \$800.00 Miscellaneous: Total: \$10,400</p>								
	8	60281	14922901	Junior Bulletin / PanelFree	South	10' 0" x 30' 0"	85,118	YES
<p>Location: HWY 174 @ COUNTRY CLUB LN (JOSHUA) Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$700.00 Miscellaneous: Total \$9,100</p>								

LOCATION LIST

JOHNSON COUNTY SHERIFFS OFFICE

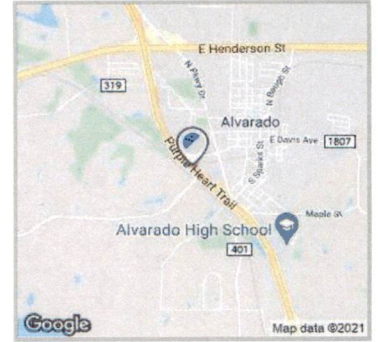
*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	9	60282	14922902	Junior Bulletin / PanelFree	North	10' 0" x 30' 0"	81,013	YES
<p>Location: HWY 174 @ COUNTRY CLUB LN (JOSHUA) Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$700.00 Miscellaneous: Total \$9,100</p>								
	10	6024	392628	Junior Bulletin / Regular	North	12' 0" x 24' 0"	92,687	YES
<p>Location: HWY-174 2.6MI N/O HWY-4 CLEBURNE W/S Current Advertiser: PUBLIC SERVICE/SELF PROMO LDD - DALLAS Rate: \$560.00 Miscellaneous: \$7,280</p>								

Total Weekly Impressions: 1,092,167

PANEL #12160

I-35W-MP25.2-.8MI S/O HWY-67 W/S TOP



LOCATION #1

ADVERTISING STRENGTHS: Located on I-35W in Alvarado, South of the US 67 interchange, this bulletin targets drivers traveling North through Tarrant and Johnson Counties toward Fort Worth and Denton, while bypassing the more congested Dallas County. The Hillsboro Outlet Mall is less than 30 minutes south of this area.

WEEKLY IMPRESSIONS:
100,788*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOGRAPHIC ID:
391652

LAT/LONG:
[32.40012 / -97.22029](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
South East / Left

ILLUMINATED:
YES

RATE:
\$560.00

MISCELLANEOUS:
Total: \$7,280

SHIPPING ADDRESS:
625-109th Street

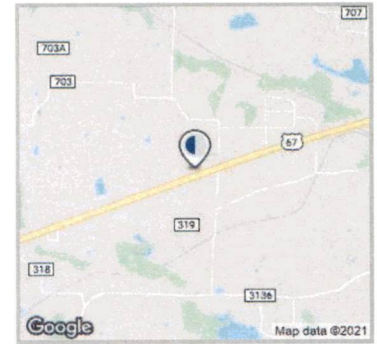
PANEL #83241

US 67 n/l 2.3 mi. w/o I-35 W (TOP)



LOCATION #2

ADVERTISING STRENGTHS: Located near Alvarado on US 67, West of I-35W, this bulletin is positioned to reach traffic driving West from southwest Dallas toward Cleburne. I-35W runs from Denton through Fort Worth, and continues South through Waco and Austin.



WEEKLY IMPRESSIONS:
78,641*

MEDIA TYPE/STYLE:
Permanent Bulletin - Regular

GEOPATH ID:
30803426

LAT/LONG:
[32.40728 / -97.26578](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
East / Right

ILLUMINATED:
YES

RATE:
\$210.00

MISCELLANEOUS:
Total: \$2,730

SHIPPING ADDRESS:
625-109th Street

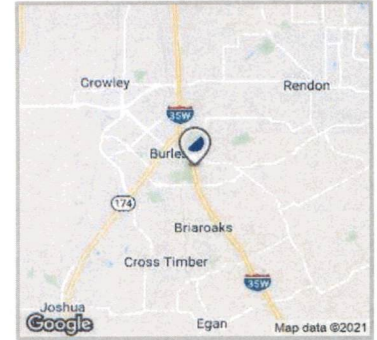
PANEL #12210

I-35W-MP36-.8 MI S/O RENFRO E/S



LOCATION #3

ADVERTISING STRENGTHS: Located on I-35W in Bursleson, just South of the SH-174 and I-35W split, this board faces travelers heading South from Fort Worth and Denton toward Hillsboro and Waco. Bursleson is a rapidly growing Fort Worth suburb, as evidenced by the rise of several large residential communities. I-35W runs from Denton through Fort Worth, and continues South through Waco and Austin.



WEEKLY IMPRESSIONS:
122,854*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOGRAPH ID:
391657

LAT/LONG:
[32.53271 / -97.31014](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
North West / Left

ILLUMINATED:
YES

RATE:
\$700.00

MISCELLANEOUS:
Total: \$9,100

SHIPPING ADDRESS:
625-109th Street

PANEL #11400

US 67 6 MI W/O I-35W N/S TOP



LOCATION #4

ADVERTISING STRENGTHS: Located on US 67 in Keene, between Cleburne and Alvarado, this bulletin is positioned to reach traffic as it travels West toward SH-174 and Cleburne, as well as targeting commuters driving out of southwest Dallas.



WEEKLY IMPRESSIONS:
83,573*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOGRAPHIC ID:
391602

LAT/LONG:
[32.38757 / -97.32449](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 32' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 33' 0"

FACING/READ:
East / Right

ILLUMINATED:
YES

RATE:
\$350.00

MISCELLANEOUS:
Total: \$4,500

SHIPPING ADDRESS:
625-109th Street

PANEL #11240

US 67 6 MI W/O I-35W N/S TOP



LOCATION #5

ADVERTISING STRENGTHS: Located on US 67 in Keene, between Cleburne and Alvarado, this bulletin is positioned to reach traffic as it travels East toward I-35W and Alvarado, as well as targeting commuters driving out of southwest Dallas.



WEEKLY IMPRESSIONS:
61,535*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOPATH ID:
391589

LAT/LONG:
[32.38757 / -97.32449](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 32' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 33' 0"

FACING/READ:
South West / Left

ILLUMINATED:
YES

RATE:
\$350.00

MISCELLANEOUS:
Total \$4,500

SHIPPING ADDRESS:
625-109th Street

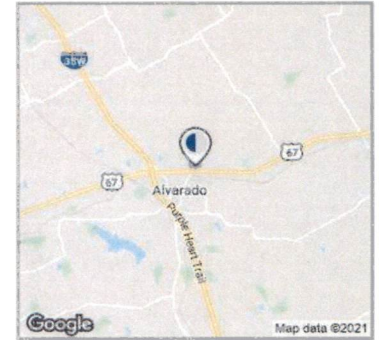
PANEL #11800

US-67 1.5 MI E/O I-35W N/S



LOCATION #6

ADVERTISING STRENGTHS: Located on US 67 in Alvarado, just East of the I-35W intersection, this board targets travelers heading West toward I-35W and Cleburne. US 67 splits off from I-35E South of downtown Dallas and runs Southwest through Midlothian, Cleburne, and Glen Rose, before ending at US 377 in Stephenville.



WEEKLY IMPRESSIONS:
85,684*

MEDIA TYPE/STYLE:
Junior Bulletin - PanelFree

GEOGRAPHIC ID:
391633

LAT/LONG:
[32.416575 / -97.2023](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
East / Right

ILLUMINATED:
YES

RATE:
\$480.00

MISCELLANEOUS:
Total: \$6,240

SHIPPING ADDRESS:
625-109th Street

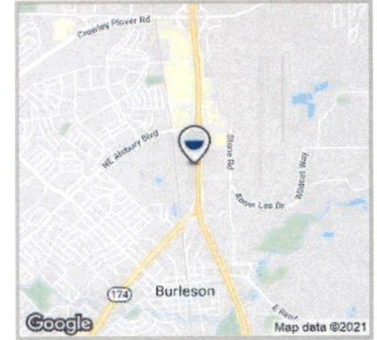
PANEL #10020

I-35W-MP37.7-.3MI S/O ALSBURY W/S



LOCATION #7

ADVERTISING STRENGTHS: Located on I-35W in Burlison, just North of the SH-174 and I-35W split, this board faces travelers heading South from Fort Worth and Denton toward Hillsboro and Waco. Burlison is a rapidly growing Fort Worth suburb, as evidenced by the rise of several large residential communities. I-35W runs from Denton through Fort Worth, and continues South through Waco and Austin.



WEEKLY IMPRESSIONS:
300,274*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOPATH ID:
391580

LAT/LONG:
[32.55782 / -97.31943](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
North / Right

ILLUMINATED:
YES

RATE:
\$800.00

MISCELLANEOUS:
Total: \$10,400

SHIPPING ADDRESS:
625-109th Street

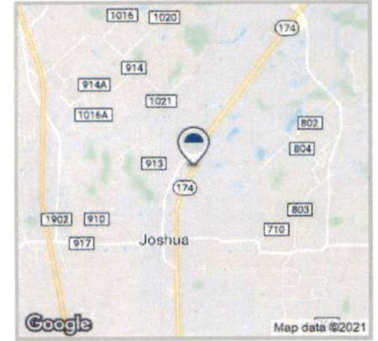
PANEL #60281

HWY 174 @ COUNTRY CLUB LN (JOSHUA)



LOCATION #8

ADVERTISING STRENGTHS: Located in Johnson County on SH-174, between Burleson and Cleburne, this bulletin effectively reaches local traffic within the community and transient traffic traveling North toward Burleson and Fort Worth.



WEEKLY IMPRESSIONS:
85,118*

MEDIA TYPE/STYLE:
Junior Bulletin - PanelFree

GEOPATH ID:
14922901

LAT/LONG:
[32.4795 / -97.37945](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
South / Right

ILLUMINATED:
YES

RATE:
\$700.00

MISCELLANEOUS:
Total \$9,100

SHIPPING ADDRESS:
625-109th Street

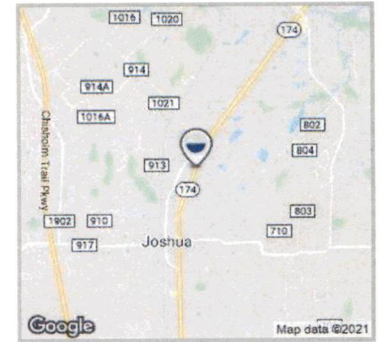
PANEL #60282

HWY 174 @ COUNTRY CLUB LN (JOSHUA)



LOCATION #9

ADVERTISING STRENGTHS: Located in Johnson County on SH-174, between Burleson and Cleburne, this bulletin effectively reaches local traffic within the community and transient traffic traveling South from Burleson and Fort Worth toward Cleburne.



WEEKLY IMPRESSIONS:
81,013*

MEDIA TYPE/STYLE:
Junior Bulletin - PanelFree

GEOPATH ID:
14922902

LAT/LONG:
[32.4795 / -97.37945](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
10' 0" x 30' 0" [View Spec Sheet](#)

VINYL SIZE:
11' 0" x 31' 0"

FACING/READ:
North / Left

ILLUMINATED:
YES

RATE:
\$700.00

MISCELLANEOUS:
Total \$9,100

SHIPPING ADDRESS:
625-109th Street

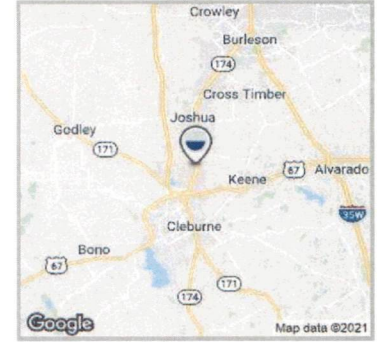
PANEL #6024

HWY-174 2.6MI N/O HWY-4 CLEBURNE W/S



LOCATION #10

ADVERTISING STRENGTHS: Located in Johnson County on SH-174, North of the US 67 interchange, this bulletin effectively reaches local traffic within the community and transient traffic traveling South from Fort Worth toward Cleburne and Waco.



WEEKLY IMPRESSIONS:
92,687*

MEDIA TYPE/STYLE:
Junior Bulletin - Regular

GEOPATH ID:
392628

LAT/LONG:
[32.4059 / -97.383615](#)

MARKET:
JOHNSON COUNTY

PANEL SIZE:
12' 0" x 24' 0" [View Spec Sheet](#)

VINYL SIZE:
13' 0" x 25' 0"

FACING/READ:
North / Right

ILLUMINATED:
YES

RATE:
\$560.00

MISCELLANEOUS:
\$7,280

SHIPPING ADDRESS:
625-109th Street