

No. \_\_\_\_\_



## UNITED INDEPENDENT SCHOOL DISTRICT AGENDA ACTION ITEM

**Topic:** Terms of Revenue Agreement with Impacto Media for Outdoor Advertising on UISD Facilities

**Submitted by:** Mike Garza **of:** Assistant Superintendent of Support Services

**Approved for transmittal to school board:** May 18, 2016

### **Recommendations:**

Recommend Board Approval for the Terms of the Revenue Agreement for Outdoor Advertising on UISD Facilities

### **Rationale:**

To provide UISD the opportunity to generate additional revenue for the use of outdoor advertisement in very specific locations as determined by the District.

### **Budgetary Information:**

N/A

### **Board Policy Reference and Compliance**

N/A



# ImpactoMedia

## MARKETING INC.

April 29, 2016, Laredo, TX

**Mike Garza**  
**United Independent School District**

By means of this letter, we send a greeting and take the opportunity to make clarifications of any questions or doubts UISD has regarding the payment of commissions for the installation of the mini billboards project on their campuses, hoping this will clear all of your doubts.

Years	Projected Installation of mini billboards	Profit on rented sign	Potential Monthly Profit for UISD	Monthly Minimum per sign
1	150	10 %	\$ 4,500	\$ 30.00
2	300	12.5%	\$11,250	\$ 30.00
3	450	15 %	\$20,250	\$ 30.00
4	600	17.5 %	\$31,500	\$ 30.00
5	600	17.5 %	\$31,500	\$ 30.00

**Important Notes:**

- 1.- The increase in the number of mini billboards per year will be solely if the market demands it, in case it does not demand it, Impacto Media is not obligated to increase the number of mini billboards installed.
- 2.- Impacto Media will have a mini billboard per campus without commission for UISD, for the advertisement of our campaigns or any social service campaigns for the community.
- 3.- All of the Impacto Media personnel will have a No Criminal History certification so they can enter any campus to do their job.
4. - As we talk before, definitely we need starting 5 years contract to investment recovery with another 5 years if everything working well for both parts. Of course, with an annual supervising meeting with UISD for changes or proposals.

**LIC. GUILLERMO JAVIER MONTALVO GARZA**  
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