

Fahn, Patrick J.

To: bruces@newmanoutdoor.com
Subject: 2012 One-Call Poster Campaign
Attachments: Patrick Fahn.vcf

Mr. Strinden,

The One-Call Grant for 2012 has provided \$10,000 for the State of North Dakota's One-Call poster campaign. Please provide a written proposal within the next 2 days, or as soon as possible, for the service requested below.

SCOPE OF SERVICE

Contractor will provide North Dakota One Call billboard advertising (20 billboards at \$500 each) throughout North Dakota. The proposal should include billboard locations at major markets and areas of highest construction activity, which may include: Fargo (up to two locations), West Fargo, Bismarck (up to two locations), Mandan, Grand Forks, Minot (up to two locations), Dickinson (up to two locations), Jamestown, Wahpeton, Williston (up to two locations), Devils Lake, Valley City, Beulah, Rugby, Grafton, Carrington, Bowman, Watford City, and Stanley. Other locations of high construction activity will be considered. The proposal must indicate the locations that are available and the month(s) those locations are available.

DETAILED SPECIFICATIONS

- North Dakota One-Call 2010 Billboard Advertising Develop a statewide billboard advertising campaign starting as soon as possible and running for 30 days.
- Billboards must be designed by vendor using example from website http://www.call811.com/campaign-materials/resources/BILLBOARD_HIRES.pdf . In addition 1-800-795-0555 must be placed in the "insert call center logo here" area and www.ndonecall.com must be placed below the main advertisement.
- Billboards must be placed within city limits or in close proximity.
- A proof is required. See website www.cal1811.com for more information and sample billboards including PMS colors used.
- All artwork must be returned to the Commission before final payment will be made.

Patrick Fahn

Director
Compliance and Competitive Markets

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