

Keep in mind the min. spend is \$15,000 which may be spread over both months.

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Danny Pouladian  
Blue Line Media LLC  
800-807-0360 x 700  
[DannyP@BlueLineMedia.com](mailto:DannyP@BlueLineMedia.com)  
[www.BlueLineMedia.com](http://www.BlueLineMedia.com)

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**From:** Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>  
**Sent:** Monday, February 1, 2021 7:56 AM  
**To:** Danny Pouladian <[dannyp@bluelinemedia.com](mailto:dannyp@bluelinemedia.com)>  
**Subject:** RE: Texas A&M Forest Service - Advertising Quote From Blue Line Media

Hi Danny,

We are ready to proceed with the gas pump videos for the months of March and April. How should we proceed with the contract, or what is the next item you need from us to get started?

Thank you,

Karen L. Stafford  
Program Coordinator III  
Texas A&M Forest Service  
Cell: 936-545-6991  
Phone: 936-639-8132

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**From:** Danny Pouladian <[dannyp@bluelinemedia.com](mailto:dannyp@bluelinemedia.com)>  
**Sent:** Thursday, December 17, 2020 10:22 AM  
**To:** Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>  
**Subject:** Re: Texas A&M Forest Service - Advertising Quote From Blue Line Media

How much can you budget for those months? I can try to get more as added value or free.

Regularly they would be about 8000 dollars per month or 16000 for two months for those 8 locations.

On Dec 17, 2020, at 8:03 AM, Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)> wrote:

We are interested in the 8 locations highlighted in orange in the attachment. We would be interested in running our videos during March and April. Can you provide a quote for the cost for those locations and those months? Also, would there be discounts for multiple locations?

Thank you,

Karen L. Stafford  
Program Coordinator III  
Texas A&M Forest Service  
Cell: 936-545-6991  
Phone: 936-639-8132

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**From:** Danny Pouladian <[dannyp@bluelinemedia.com](mailto:dannyp@bluelinemedia.com)>  
**Sent:** Monday, December 14, 2020 1:25 PM  
**To:** Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>  
**Subject:** RE: Texas A&M Forest Service - Advertising Quote From Blue Line Media

Attached list of gas stations that can accept video/digital ads.

Attached specs.

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**From:** Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>  
**Sent:** Monday, December 14, 2020 10:24 AM  
**To:** [DannyP@BlueLineMedia.com](mailto:DannyP@BlueLineMedia.com)  
**Subject:** RE: Texas A&M Forest Service - Advertising Quote From Blue Line Media

Thank you for sending these details. I'm interested in the Amarillo, Lubbock, Abilene areas. Do you have a listing of the gas stations available in those areas? Also, any details that you could provide on how this works and the requirements of the videos would be greatly appreciated. This would be a new venture for our agency's outreach efforts so we are just trying to figure out the details.

Thank you,

Karen L. Stafford  
Program Coordinator III  
Texas A&M Forest Service  
Cell: 936-545-6991  
Phone: 936-639-8132

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**From:** Danny Pouladian <[dannyp@bluelinemedia.com](mailto:dannyp@bluelinemedia.com)>  
**Sent:** Friday, December 11, 2020 11:47 AM  
**To:** Stafford, Karen <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>  
**Subject:** RE: Texas A&M Forest Service - Advertising Quote From Blue Line Media

Thanks for contacting Blue Line Media.



Below are the discounted rates you requested. Additional discounts may be available based on quantity and location.

When you have your budget and timing ready, I can email you a location list to choose from.

### **GAS STATION ADS**

General pictures are at [www.bluelinemedia.com/gas-station-advertising](http://www.bluelinemedia.com/gas-station-advertising).

#### **Gas Pump Top**

Minimum spend is \$10,000 which can be spread over locations and months.

(Approx. 30" wide x 10" high):

- \$595 per location per 4 weeks (includes 50% of all pumps with up to 4 max.);
- Production and installation: \$75 per location.
- Recommend no. of locations to reach 25% of the population on a daily basis: 30 locations per 4 weeks per city.

#### **Gas Pump Nozzle**

Minimum spend is \$10,000 which can be spread over locations and months.

(Size: TBD):

- \$295 per location per 4 weeks (includes 50% of all pumps with up to 4 max.);
- Production and installation: \$75 per location.
- Recommend no. of locations to reach 25% of the population on a daily basis: 30 locations per 4 weeks per city.

### **Gas Station TV/Digital/Video**

Minimum spend is \$15,000 which can be spread over locations and months.

:15 Second Spots/Commercials

- \$995 per location per 4 weeks (includes 100% of all pumps with a spot during every fill-up);
- Recommend no. of locations to reach 25% of the population on a daily basis: 15 locations per 4 weeks per city.

:30 Second Spots/Commercials

- \$1,195 per location per 4 weeks (includes 100% of all pumps with a spot during every fill-up);
- Recommend no. of locations to reach 25% of the population on a daily basis: 15 locations per 4 weeks per city.

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From: [kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu) <[kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)>

Sent: Friday, December 11, 2020 7:26 AM

**To:** [DannyP@BlueLineMedia.com](mailto:DannyP@BlueLineMedia.com)

**Subject:** Texas A&M Forest Service - Advertising Quote From Blue Line Media

**Company:** Texas A&M Forest Service

**Name:** Karen Stafford

**Phone:** 9365456991

**Email:** [kstafford@tfs.tamu.edu](mailto:kstafford@tfs.tamu.edu)

**Cities:** Abilene

**Ad Formats:** gas pump video

**Budget:** 0

**Referral:** Google

**GCLID:**

**OutdoorBillboard.com:**

<Gas Pump digital video availabilities\_areas interested.xlsx>



**Toler, Danielle**

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**From:** Glenn Lowrance <glenn@theolamediagroup.com>  
**Sent:** Tuesday, March 9, 2021 12:56 PM  
**To:** Toler, Danielle  
**Subject:** Re: Quote Request - Digital Advertising Gas Pumps

Danielle,

Thank you for reaching out for this project. While we have gathered a much better understanding of your request, there are still numerous unanswered questions. For this reason we will decline your request at this time.

Have a great day!

On Tue, Mar 9, 2021 at 9:09 AM Toler, Danielle <[Danielle.Toler@tfs.tamu.edu](mailto:Danielle.Toler@tfs.tamu.edu)> wrote:

Glenn,

Unfortunately we do not know how to answer those questions from our end and are not able to provide the information on how getting the ads advertised works. We received a bid from a vendor that would do all of that for us.

We are requesting pricing for the cost of having them advertised for us.

I need a quote by the end of the day today. I will be making the award at the end of today.

Thank you for your interest in TFS!

**Danielle Toler**

**Buyer**



Purchasing Department

200 Technology Way, Suite 1151

College Station, TX 77845

Phone (979) 458-7383