Statement of Objectives
for
TXANG Billboard Advertising and Recruiting Effort
Amendment 0001
11 August 2026

1. Scope: The contractor shall furnish all labor, parts, tools, plant, equipment, appliances, transportation, and materials necessary to provide static billboard advertising and presence in five (5) major markets as further defined within this Statement of Objectives (SOO).

2. Purpose: Maximize the return on investment and leads generated for the identified markets.

3. Background: The Texas Air National Guard (TXANG) Recruiting Team seeks to effectively advertise in major markets in order to achieve an optimal return on investment for recruiting efforts.

4. Tasks/Objectives: The contractor shall provide, at a minimum, the deliverables listed below:

4.1. Market: **Dallas-Fort Worth**

4.1.1. Focus Areas: The University of North Texas, Texas Christian University, The University of Texas at Arlington, near Sheppard AFB (TX: 33.93861753450021, -98.51923431677567)

4.2. Market: **El Paso**

4.2.1. Focus Area: The University of Texas at El Paso and near Fort Bliss on Loop 375,

4.3. Market: **Houston**

4.3.1. Focus Areas: The University of Houston and Texas Southern, near Highway 10 or I-45 Exit 30 and State Highway 3 going towards Ellington Field.

4.4. Market: **San Antonio**

4.4.1. Focus Areas: The University of Texas at San Antonio and Texas State University (San Marcos). Highway I-35 from San Antonio to Austin, & Lackland AFB

4.5. Market: **Killeen**

4.5.1. Focus Areas: Fort Hood (TX: 31.117438670127527, -97.76515923195421) near I-14 and/or I-35, Baylor University

4.6. **Information Applicable to All Markets**

4.6.1. The intent is to focus on outreach and awareness of the Texas Air National Guard by focusing on areas with high military propensity, significant traffic, and college students.

4.6.2. Advertisements shall be confined to an area within an 8-mile radius of each of the identified landmark when typed into Google Maps. Note that proximity is a stated evaluation factor for this requirement.

4.6.3. Billboard Specifications: All advertisements shall be static (no digital advertising or media) in nature. Advertisements of varying sizes found within the advertising industry may be used—billboards, bulletins, posters, etc.

4.6.4. TXANG requires the ability to select different images/messages to be displayed on each individual billboard in order to address specific advertising priorities. NOTE: All image designs are to be completed and provided by TXANG with the understanding that edits may be required for proper display. Any required edits shall be approved by the TXANG.

4.6.5. During performance, contractor shall submit proof-of-performance photographs (commonly referred to as "installation/pop shots") within five (5) business days of each billboard's installation. Additionally, the contractor must submit monthly performance reports detailing active inventory status and estimated impression metrics.

5. Delivery Schedule:

5.1. The Contractor is anticipated to complete this advertising campaign within 365 days of award. Completion shall be considered as the last day of any advertisement's display period. The Government anticipates an estimated campaign start date within the traditional college Fall semester term of 2026 to reach those identified in para 4.6.1 of the SOO.

5.2. Advertisement locations do not need to run concurrently. For example, one location may be advertised in October and another may be advertised in February.

5.3. With the primary markets being that of college campuses, the Government wishes to ensure that marketing time is most beneficial and outside of any extended college break/holiday period(s). This is desired and not mandatory; however, substantial breaks where college students may be away from the campus, may need to have estimated impressions discounted to account for this factor.