ABOUT BEST OUTDOOR, LLC.

Best Outdoor, LLC. Is a privately owned business based in Laurel, MS. Formed in 2002 Best Outdoor successfully develops and maintains a variety of sign programs for Fortune 500 companies such as YUM Brands, Wendy’s and Other retail and restaurants chains. With specialized emphasis on deploying and integrating LED Displays, Digital Billboards and Traditional Signage on customers properties. Our continued success comes from our professional sales, managing, estimating and support staff.

BENEFITS OF OUTDOOR ADVERTISING

The advantages to a digital advertising campaign can blow the potential off the roof your business. Here are 6 Game-Changing Advantages to Outdoor Digital Advertising:

1 – Flexibility – Utilizing a digital advertising campaign allows you to make changes to your campaigns when necessary, as well as customize and adapt your digital program to meet time-sensitive needs.

2 – Efficiency – Setting up an outdoor digital campaign puts the power in your hands and gives you the ability to react to what works. You can make printing costs a thing of the past and get the most return on your investment by implementing the most effective campaigns based on testing and tweaking your ads.

3 – Community Dialogue – Imagine promoting an event in your area through consistent interaction with citizens of the community. Digital makes it a reality! With an effective digital program, you have the capability to build ongoing, interactive relationships with consumers by creating intrigue and anticipation. This will go a long way towards building that ever-so-important trust and rapport that is critical to success in today’s marketplace.

4 – High Reach – With a digital campaign run in a high-impact location, your reach instantly expands. Being sure that your message will be seen by ensuring it runs on a digital billboard strategically-placed in a location that sees plenty of traffic. This will ensure your message is seen by a large number of potential customers.

5 – High Frequency – Digital advertising delivers your message repeatedly, thus increasing your exposure and increasing your impact on consumers.

6 – Innovation – Of all the outdoor advertising platforms available, digital is quickly becoming the method of choice in the industry. Just like wireless Internet transformed the way people surf the web, digital billboards are transforming the way you advertise, offering innovative, flexible, and responsive solutions highly visible to an extensive audience.

If you’re looking for a new way to advertise your business, going the digital route opens up many doors of opportunity to you. With this medium continuing to build momentum as it revolutionizes the industry, the more potential it provides you to make a significant impact with your advertising campaigns.
This LED Billboard is in the perfect location to reach potential customers.

Located in the absolute heart of Laurel, MS this 36’ x 10’-6” Full color LED billboard is bound to reach more customers and promote your business in more ways than ever before. With both North and South bound readers, customers will be exposed to multiple bulletins in a short amount of time. With several different advertisement packages available, advertising has now become even easier.

The billboard can be seen at various locations in and around the area. **There are three red light intersections that have views to both North and South bound readers.** 16th Ave traffic on both North and South Bound lanes have clear views of the billboard. In Laurel, 16th Ave is quite possibly the busiest road in town.

**Potential Impact for Digital Advertising**

- Murphy Oil
- Lowes Home Improvement
- Raising Canes Chicken
- Pure Oil
- Big Lots
- At&t
- Office Depot
- Dollar Tree
- Bops
- Sweet Peppers Deli
- Buffet City
- Mcoy’s
- Walmart Super center
- Wendy’s
- Verizon Wireless,
- Sake Cafe
- Pop Johns
- Applebee’s
- Sonic
- Checkers

Advertising with our LED Screen is a great opportunity to stand out from other advertisers. With high resolution images and major pedestrian, commuter, and vehicular traffic, your brand will be noticed! LEDs provide advertisers with ultimate flexibility — day-parting, last-minute updates and promotional campaigns are all possible with endless creative opportunities! Production costs are no longer an issue. Change copy within 24 hours without any printing or installation charges.
SOUTHBOUND READER BOARD

36' x 10'-6"
NORTHBOUND READER BOARD

36’ x 10’-6”

INTRODUCING THE ARCTIC CAT WILDCAT
ELLISVILLE AUTO SUPPLY 601-477-8577
Digital Billboard Content Guidelines

SIMPLE. BOLD. LEGIBLE. BRIEF

Though digital billboards show an ad for approximately 7 to 10 seconds, those that are most effective should be “devoured” in three seconds. Build the message based on the three-second rule. Narrow the focus and decide what your message will be. Make it concise. The message can be one of the following:

- Placement of the car moves the eye naturally to the information.
- Excellent use of color contributes to the legibility.
- Fewer design elements clarify the message.
- Web site encourages consumer to take action.
- Too many design elements compete for visual attention.
- Too much color, confuses the customer.
- Poor car placement does not encourage the eye’s natural flow.
- The local brand and national brand are buried in the text.

The information listed above will help you understand the use of these three basic design principles for creating digital display content that wins the glance and entices your client’s customers.
DIGITAL PRICING PACKAGES:

Option 1 - Gold Package: $1,000.00 Month Per Face
Sold individually customers can advertise on either north or southbound face or both directions. Dynamic content will be delivered in a static format. Customers will have the ability to promote multiple ad campaigns within the monthly contract.

- Guaranteed delivery of 1,440 daily ads over the duration of the monthly contract.
- Customers will receive an 8 second ad per 1 minute loop

Option 2 - Silver Package: $500.00 Month Per Face
Sold individually customers can advertise on either north or southbound face or both directions. Dynamic content will be delivered in a static format. Customers will have the ability to promote multiple ad campaigns within the monthly contract.

- Guaranteed delivery of 720 daily ads over the duration of the monthly contract.
- Customers will receive an 8 second ad every other minute
## Other Billboard Locations

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>ADDRESS</th>
<th>TYPE</th>
<th>SIZE</th>
<th>READ</th>
<th>ILLUMINATED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VINYL STATIC BILLBOARDS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PETAL</td>
<td>159 EVELYN GANDY</td>
<td>VINYL STATIC</td>
<td>24'x36'</td>
<td>SOUTHBOUND</td>
<td>ILLUMINATED</td>
</tr>
<tr>
<td>HATTIESBURG</td>
<td>HWY 49-SYLVIA DAVIS</td>
<td>VINYL STATIC</td>
<td>14' x 48'</td>
<td>NORTH/SOUTH</td>
<td>DUSK TIL DAWN</td>
</tr>
<tr>
<td>MERIDIAN</td>
<td>I-20/59 (2701 S. FRONTAGE RD)</td>
<td>VINYL STATIC</td>
<td>14'H X 40'W</td>
<td>EAST/WEST</td>
<td>DUSK TIL DAWN</td>
</tr>
<tr>
<td>MERIDIAN</td>
<td>HWY 16 (.56 WEST OF HWY 15#1)</td>
<td>VINYL STATIC</td>
<td>14'H X 40'W</td>
<td>EAST/WEST</td>
<td>DUSK TIL DAWN</td>
</tr>
<tr>
<td>PHILADELPHIA (13 BOARDS)</td>
<td>HWY 15 / HWY 16</td>
<td>VINYL STATIC</td>
<td>14' x 48'</td>
<td>EAST/WEST</td>
<td>DUSK TIL DAWN</td>
</tr>
<tr>
<td>GULFPORT</td>
<td>817 COWAN RD (RIGHT OFF E PASS RD)</td>
<td>VINYL STATIC</td>
<td>14' x 48'</td>
<td></td>
<td>ILLUMINATED</td>
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<tr>
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</tr>
<tr>
<td><strong>LED DIGITAL BILLBOARDS</strong></td>
<td></td>
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</tr>
<tr>
<td>HATTIESBURG</td>
<td>HWY 98 DR THAMES</td>
<td>LED DIGITAL</td>
<td>11' X 22'</td>
<td>EAST/WEST</td>
<td></td>
</tr>
<tr>
<td>MAGEE</td>
<td>HWY 49</td>
<td>LED DIGITAL</td>
<td>10'6&quot; X 36'</td>
<td>NORTH/SOUTH</td>
<td></td>
</tr>
<tr>
<td>LAUREL</td>
<td>16TH AVENUE</td>
<td>LED DIGITAL</td>
<td>10'6&quot; X 36'</td>
<td>NORTH/SOUTH</td>
<td></td>
</tr>
<tr>
<td>BROOKHAVEN</td>
<td>BROOKWAY BLVD</td>
<td>LED DIGITAL</td>
<td>11' X 22'</td>
<td>EAST/WEST</td>
<td></td>
</tr>
<tr>
<td>MERIDIAN</td>
<td>HWY 39 and Hwy 45 (Redlight)</td>
<td>LED DIGITAL</td>
<td>11' X 22'</td>
<td>NORTH/SOUTH</td>
<td></td>
</tr>
<tr>
<td>JACKSON</td>
<td>STATE STREET (UMC)</td>
<td>LED DIGITAL</td>
<td>11' X 22'</td>
<td>NORTH/SOUTH</td>
<td></td>
</tr>
</tbody>
</table>
This Billboard Rental Agreement is made and entered into this_______ day of________, 2012 by and between BEST OUTDOOR, LLC, with a principal office located at Post Office Box 6502, Laurel, Mississippi, 39441, hereinafter referred to as “Company”, and ______________________________________ located at_______________________________________________________ hereinafter referred to as “Advertiser”.

Contact: Customer Name:
Billing Address:
City: State: Zip:
Fax Number:
Sign Location: 1925 Hwy 15N
City: Laurel State MS
Phone:

WITNESSETH

1. Advertiser, as identified above, together with Advertiser’s Agency, if any, hereby authorizes, contracts, and leases with Company for advertising services on the following listed outdoor advertising displays, pursuant to terms stated, which shall be in accordance with copy provided and approved by Advertiser:

   Approximate Size: ____10’6” x 36’____ Illumination Class (specify time): LED Billboard Faces

2. TERM: The term of this Agreement shall be_________ months beginning on the day such Ad display is installed, hereinafter called the effective date. If this is an agreement for a renewal term of an existing contract, the effective date will be the expiration date of such prior contract term.

3. OWNERSHIP: Sign is and shall remain at all times the property of company, and it is understood that Company shall have the right to remove it if, for any reason, it becomes necessary to do so.

4. Location Rental Rate….1025 Hwy 15N LED Billboard - $1,000.00 per side; Ad will be shown once every minute for eight seconds.

5. Other………………………………………………………………………………………………………………………………………………………………………………………………………………

   Total Production Charges…Advertiser is to provide graphics. If Best Outdoor, LLC is to provide content then a charge will be applicable at $100.00 per ad with one revision free.

6. Advertiser agrees to pay Company ___________ equal monthly payments in the amount of $______ commencing on the day following installation and payable on or before the tenth (10th) day of each month thereafter, plus applicable taxes as required by law. Production charges plus applicable taxes may be billed separately and will become due before installation will occur. See attached Exhibit A for advertising packages.

7. Upon acceptance of contract, Company requires the payment of first and last month rental amount due (monthly rental charge) for each billboard.

8. After the effective date hereof, this Agreement may be cancelled in its entirety at the option of Advertiser only in the event the actual Advertiser shall discontinue offering the product or service advertised by the display or at the Company’s option only in the event Advertiser fails to make any payments required when due under this Agreement or any other Agreement in effect between the parties. If cancelled under this provision, the cancellation date shall be the end of the month in which written notification of cancellation is either received or sent by Company and upon such cancellation, Advertiser agrees to pay to Company within ten days a lump sum equal to all amounts due plus a penalty equaling the total of the balance of the contract. After cancellation date, Company may remove advertising display at any time. Advertiser agrees to give company 90 days of intent to cancel at the time of renewal.
9. Advertiser agrees to pay to Company each month for each display authorized hereunder the monthly unit charge specified herein plus any sales or other taxes which may be charged by any governmental agency, including any increases in the monthly unit charge applicable after the initial year of the contract term, beginning on the effective date and continuing until the end of the term of this Agreement, subject only to the cancellation charges above. Additional charges for future copy or display changes will be at Company’s current charges therefore. The initial monthly payment will be due on the tenth (10th) day following the effective date and subsequent payments will be due within thirty (30) days after receipt of invoice. Advertiser agrees to pay all reasonable collection expenses, attorneys’ fees, and court costs incurred by Company for the collection of any amounts becoming past due hereunder and also agrees to pay one and one-half (1 ½%) percent per month interest of the maximum lawful rate, whichever is less, on all amounts outstanding until the end of that month and the charges prorated accordingly will be payable with the first full calendar month’s regular charges. Failure to pay shall be handled as stated herein.

10. Acceptance of this Agreement by Company shall be subject to prior sale and availability of the locations ordered. If a location specified in this Agreement becomes unavailable during the term of this Agreement, it may be replaced by a location of approximate equal advertising value if available and such a new location shall be subject to the approval of Advertiser. To compensate Advertiser for any loss of advertising service, this Agreement shall be extended beyond the termination date for a period of time sufficient to equal the loss of advertising service, but at the option of the Company an out-of-service credit may be allowed to Advertiser in lieu of such term extension. All prorated credits and charges are to be computed on a basis of a thirty (30) day month.

11. This space requires illumination under the terms of this Agreement and if it shall be without power for any reason, including Advertiser’s or governmental request or requirement, a credit shall be rendered to Advertiser for non-advertising at a prorated amount per day for the days that the power is off.

12. Company reserves the right to delay or withhold changing of Ad if any amount due hereunder is more than thirty (30) days past due at the scheduled install date. Advertising content is to be supplied to Company by Advertiser at least forty-five (45) days prior to the scheduled install date. No adjustment shall be made if the Advertiser fails to request an Ad change or if Advertiser fails to provide Company with advertising content within forty-five (45) days prior to the scheduled install date.

13. Company agrees to hold Advertiser harmless from any and all claims or demands or expenses (cost and attorney’s fees) on account of bodily injury or physical property damage caused by or resulting from any display covered by this Agreement including the place or manner of installation of same and agrees to carry at its own costs any expense adequate public liability insurance covering all such contingencies so long as this Agreement shall remain in effect. Advertiser agrees to hold Company harmless from any and all claims or damage caused by or resulting from any negligence or willful act of Advertiser with regard to any display authorized by this Agreement (specifically including any acts with regard to the affixing, attaching, and placement or use of auxiliary advertising panels, pictorial illustration, changeable copy, letters or numerals, or other devices, on or to the advertising displays hereby authorized), or on account of any allegation that the use of any name, picture or other material any display authorized by this Agreement is illegal, unauthorized, or damaging in any way to any person or other legal entity.

14. Company, by renting space to Advertiser, does not endorse, recommend or otherwise encourage the use of Advertiser’s product. Company also reserves the right at any time to refuse or to withdraw any advertising copy in its sole discretion. Advertiser agrees to defend Company against and to indemnify and hold harmless Company from any claims, actions, judgments, costs, attorney’s fees and other expenses arising out of any claim or action which may be brought against Company by any third party for personal injuries and damages allegedly arising out of the use of Advertiser’s product.

15. If Advertiser’s business is sold or transferred during the term hereof, Advertiser shall require its successor in interest to agree to discharge Advertiser’s obligations to Company hereunder but Advertiser shall, nevertheless, continue to be directly liable to Company hereunder. This Agreement may be assigned to a successor of Advertiser only with the prior written consent of Company. If the assignee requires change in copy, the copy will be changed in accordance with provisions hereof. Advertiser agrees that no transfer, substitution or termination of Advertiser’s Agency as the authorized agent of the Advertiser shall be valid or effective insofar as this Agreement is concerned until ninety (90) days after the end of the term in which written notification is received by Company. Company may sell or assign this Agreement or any interest in the same. Upon sale of all interest in it, Company shall notify Advertiser of the purchaser.

16. If this Agreement is signed by an advertising agency, the term “Advertiser” as used herein shall include both the actual Advertiser and the Advertiser’s Agency where applicable and all obligations of the Advertiser hereunder shall be the joint and several obligations of both the Advertiser and the Advertiser’s Agency, except that the Advertiser’s Agency shall not be responsible for any obligations or charges accruing more than ninety (90) days after the end of the month in which Company received formal written notification that the Advertiser’s Agency is no longer the authorized agent of the actual Advertiser. It is specifically understood and agreed that the Advertiser’s Agency is the agent of the actual Advertiser only and under no circumstances is to be considered an agent of Company for any purposes whatsoever.
17. This contract shall be deemed to have been executed and its terms enforceable only upon the acceptance hereof by Company either by the commencement of performance or by formal written acceptance by execution of this Agreement. Following such acceptance, it shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, successors, administrators, and permitted assigns. This contract shall be governed in all respects by the laws of the State of Mississippi.

18. Neither party shall be responsible for any failure or delay in the performance of its undertakings hereunder when due to higher governmental restrictions, strikes, lockouts, acts of God or any other act or things beyond its reasonable control.

19. Neither party hereto shall be bound by any agreement or representation expressed or implied not contain herein. Advertiser hereby acknowledges that no representations, agreements, or promises whatsoever have been made to Advertiser other than those specifically stated herein. This Agreement is the final and complete Agreement between the parties hereto and may not be modified, supplemented, explained or waived by parole evidence, nor by a course of dealing, nor in any other way except by modification or change reduced in writing and signed by authorized representatives of Advertiser and Company. Each person signing this contract on behalf of the respective party represented warrants that he has full power and authority to do so.

20. If at any time during this contract period, the Advertiser is in default for 30 days, the last month’s rent will be applied to the balance due. If after 60 days the account balance is not brought current, the Advertisement will be blocked out immediately.

BEST OUTDOOR, LLC

By: ________________________________  
Its: ________________________________  
Date: ________________________________

By: ________________________________  
Its: ________________________________  
Date: ________________________________