

Advertising Information Kit



Contact 904-741-2177

Rate Card 2013

Please allow at least 30 days for the execution of a contract.

Materials must be received three weeks prior to advertising.

Two month minimum term on most displays. Premiums apply to terms less than one year. Seasonal rates may also apply.

Two week maximum term for standee signs.



JAX

Jacksonville
International
Airport

WHY THE FIRST COAST OF FLORIDA?



Maybe all you know about Jacksonville comes from watching the Jacksonville-hosted 2005 SuperBowl. Or maybe that Jacksonville is the 12th largest city in population in the United States (ahead of Indianapolis and San Francisco).

Look a little deeper and you will see a multitude of reasons why Jacksonville might be one of the best places to focus your company's message.

LOTS OF PEOPLE LIVE HERE

Metro Jacksonville incorporates seven counties and a unique mix of lifestyles and people. The Metro Jacksonville area features a population growth + 17% from 2000 to 2008, a labor force of 684,325, more than 1.3 million people, and 583,685 households.

OPEN FOR BUSINESS

Jacksonville is home to more than 80 corporate and regional headquarters, including two Fortune 500 companies (CSX and Winn-Dixie Stores) and six Fortune 1000 companies (Fidelity National Financial, Fidelity National Information Services, Landstar System, MPS Group, Lender Processing Services and PSS World Medical). Forbes ranked Jacksonville third on the Top 25 "Best Cities for Jobs" in 2007 and Metro Jacksonville has the 4th largest economy in FL (44th in US).

ECONOMIC HOTSPOT

Total value of goods and services in Jacksonville Metro area is more than \$52 billion according to the Bureau of Economic Analysis. Simmons Market Research Bureau estimates consumer spending at \$24.86 billion and total retail sales at \$26.08 billion.

EDUCATION

Jacksonville is home to the University of North Florida (a state university), Jacksonville University, Florida State College of Jacksonville and several other colleges. This strong representation of higher education means a population that is highly-educated (more than 50% have some college experience) and younger (median age is 35—the youngest in Florida).

MILITARY

Jacksonville considers itself a proud military town with military installations such as NAS Jacksonville, Mayport Naval Station and the Florida Air National Guard. According to the Jacksonville Chamber of Commerce, more than 3000 military personnel exit or retire from the services annually, and 80% remain in Jacksonville.

TRANSPORTATION

Jacksonville's multimodal design is a huge asset to the city. As the westernmost city on the Eastern US coast, Jacksonville provides strategic distribution points via four airports, three interstate highways, three rail lines and two deep water ports.

SPORTS

Jacksonville hosted the 2005 SuperBowl and is home to the NFL team, Jacksonville Jaguars. Jacksonville and surrounding areas are the hot spot for several sporting events, including the Florida-Georgia college football game, The Gator Bowl, minor league baseball Jacksonville Suns and The Players at TPC Sawgrass.

So the question really becomes.....

WHY NOT THE 1ST COAST?

WHY JACKSONVILLE INT'L AIRPORT?

CondoOutlet

Phone Call Origin: Airport: **29%**
Mall: **20%**
Website/Email: **18%**
Fliers/Brochures: **12%**
TV: **7%**
Postcard: **4%**
Rack cards: **2%**
Radio: **2%**

Zappos.com

Year-long Intercept Survey Results: Ad Recall **+208%**
General Ad Awareness **+48%**
Claimed Purchases **+83%**

EFFECTIVE MEDIUM

Jacksonville International Airport advertising can generate incredible reach for your message with more than 14 million annual passengers and visitors flowing through annually.

Two recent advertisers have recently utilized tools such as on-site intercept surveys and unique phone numbers on ad materials to measure the effectiveness of their JAX Advertising experience. The impressive results (at left) show that JAX Advertising delivers action-oriented consumers to your product/service.

ELITE TARGET AUDIENCE

Take a look at the demographics data on page 4—it will give you a quick snapshot of who you can reach when showcasing your message with JAX Advertising. The typical JAX passenger originating from Jacksonville: A married 44-year-old female with some college education; a white-collar worker, either in sales/office or a professional occupation full-time; household income is \$87,000 with no child in the home; owns her own home valued at \$200,000 or more.

COST EFFECTIVE

Because of the significant reach you get with JAX Advertising, we feature some of the lowest costs per thousand compared to other Jacksonville media. We also offer discounts for long-term contracts or bulk contracts. Let us customize a proposal for you today!

MEET YOUR ADVERTISING NEEDS

JAX Advertising offers such a wide variety of types of displays (more than 15!), price points (starting at \$150/month!) and term lengths (as short as a week!), that we are sure to meet your advertising needs.

STRONG CUSTOMER SERVICE

JAX Advertising is completely run by the Jacksonville Aviation Authority, which owns and operates JAX Airport. Therefore, we have on-site representation that provides quick turnaround and focuses on one airport system. You know with JAX Advertising, your campaign will not get lost in the shuffle.

FLEXIBILITY

Because JAX Advertising is not an oversized corporation dealing with several venues, we can provide you a flexibility in your advertising campaign. We do not have any restrictions on the term of your contract— you can sign up for 1 week or 10 years! We also never charge for creative change out—feel free to make changes monthly, quarterly or yearly! JAX Advertising also is open to new ideas—so if you have a creative idea—let's talk!

ELITE CLIENTS WITH LOW TURNOVER

Many of our clients have been showcasing their business in the JAX Airport for several years, including Atlantic Infiniti (10 years), The PLAYERS (6 years), and Eagle Landing (5 years). This longevity is impressive in the ever-changing media world.

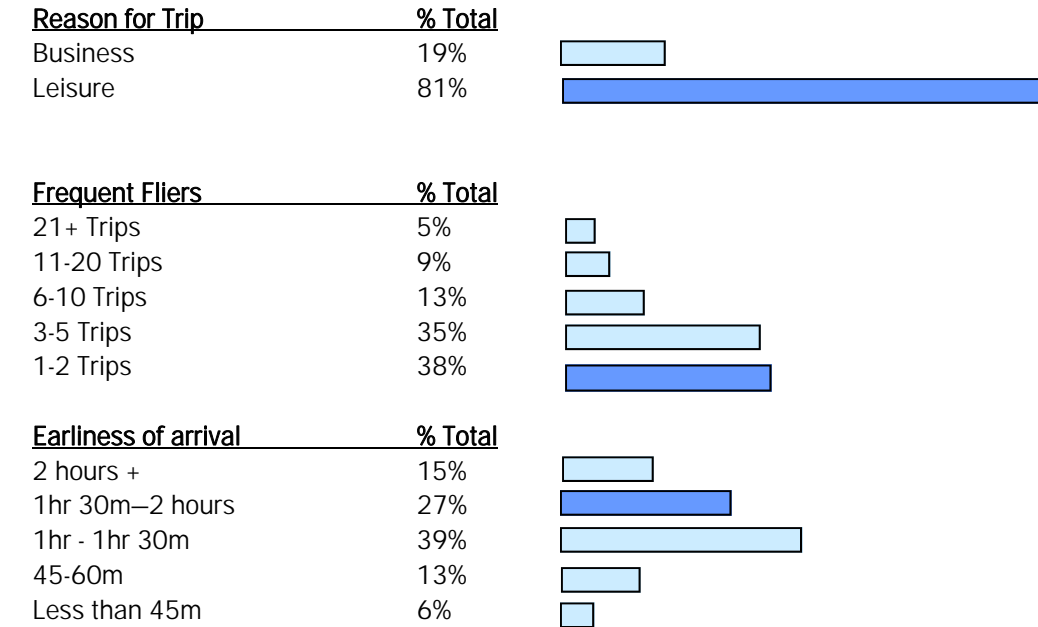
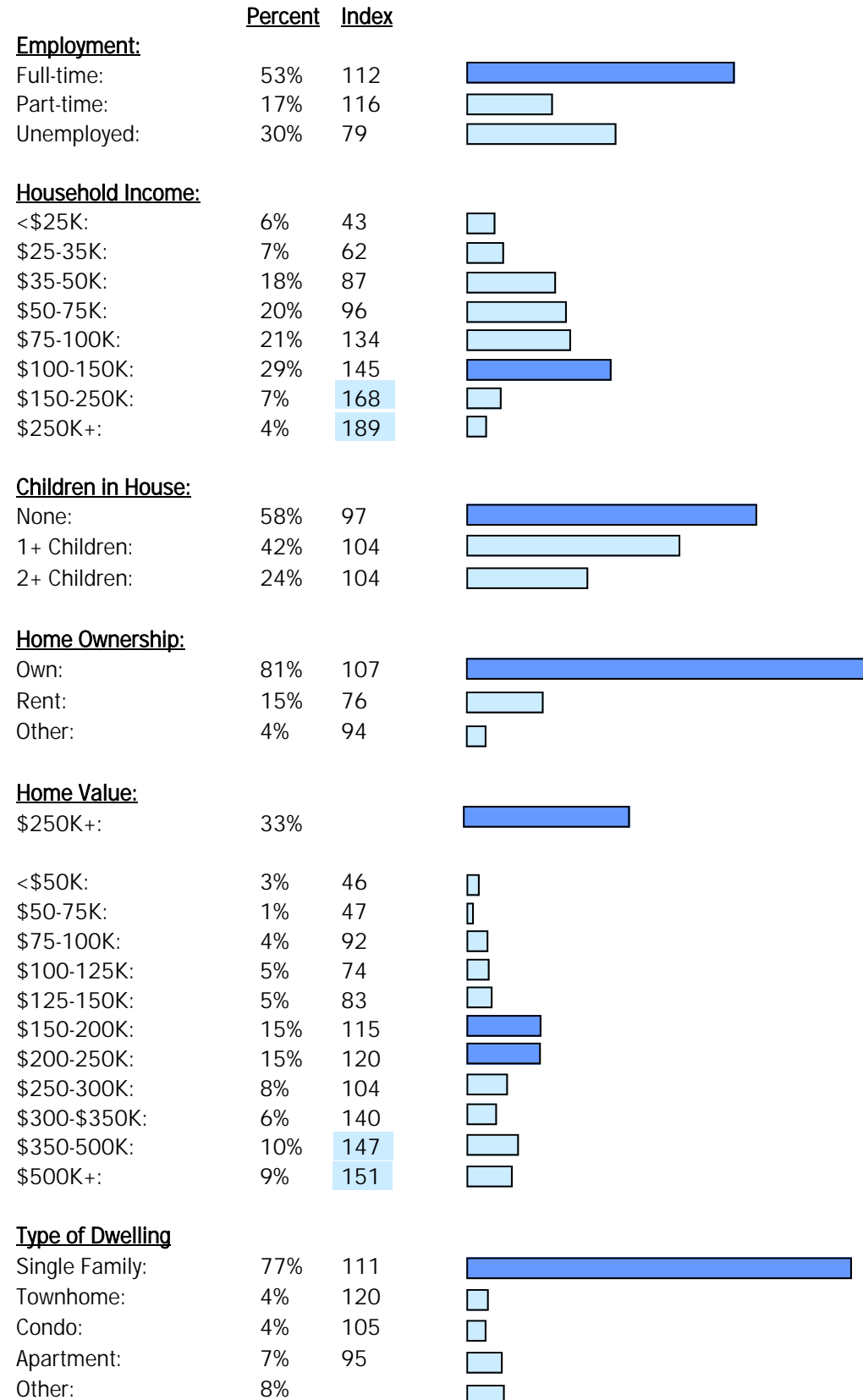
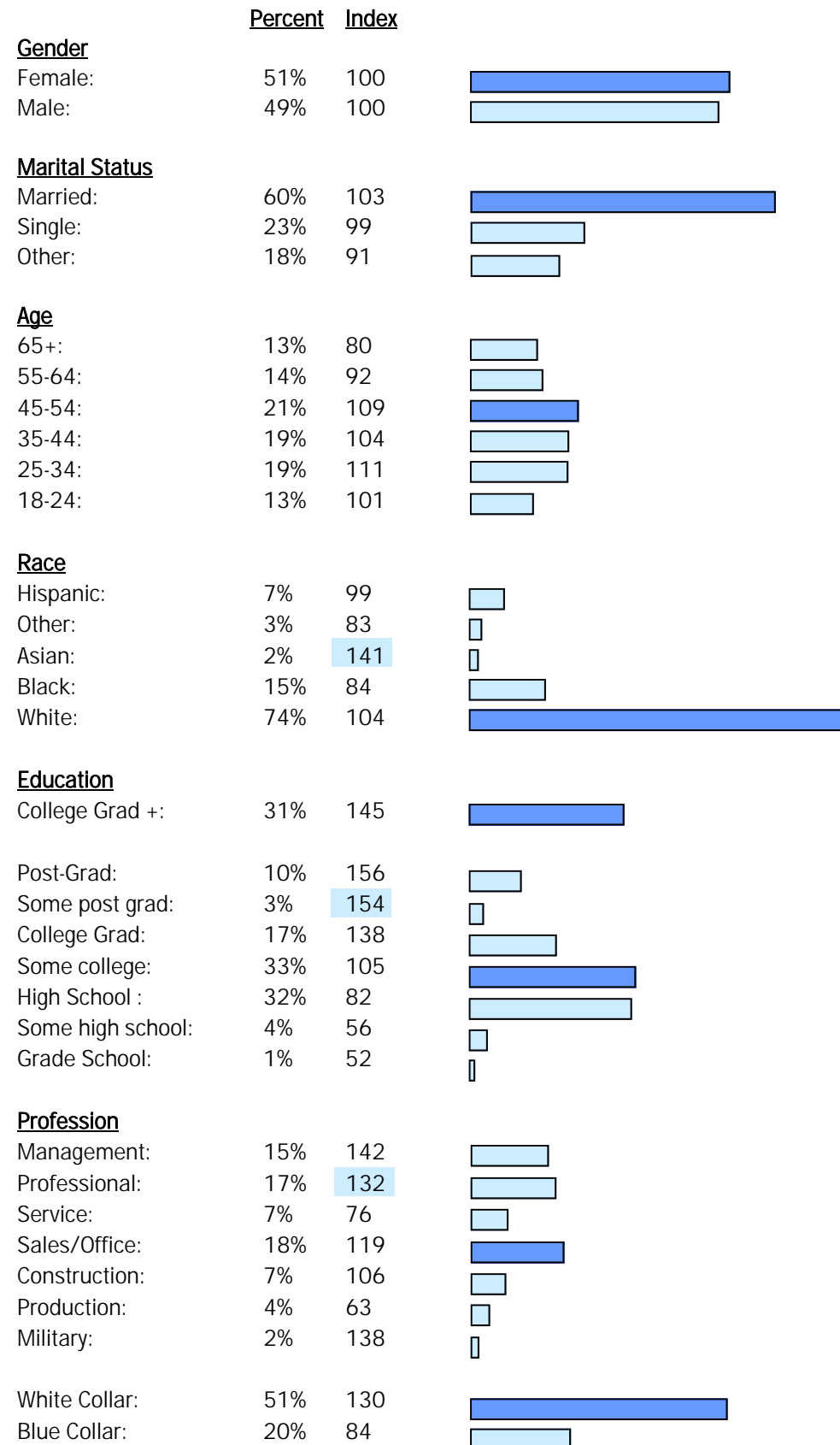
Find out why these clients love JAX Advertising!



Artistic rendering of new JAX Connector Bridge—completion scheduled for Winter 2010



DEMOGRAPHIC INFORMATION



Top Media Choices for JAX traveler with children:

Magazine	% Total	Index
Southern Living	20.1%	120
Jacksonville Magazine	12.5%	146
Skirt!	9.6%	166
Water's Edge	9.1%	170
Florida Trend	5.4%	202

Newspaper	% Total	Index
Florida Times-Union Sunday	40.6%	105
Florida Times-Union Daily	28.5%	103
St. Augustine Record Sunday	5.3%	141
St. Augustine Record Daily	4.8%	139

Top ZIP Codes for JAX traveler with children:

Top ZIP Codes	% Total	Index
32225 (Intracoastal West)	5.5%	124
32073 (Orange Park)	5.3%	179
32256 (Southside)	3.7%	143
32082 (Ponte Vedra Beach)	3.4%	169
32068 (Middleburg)	3.0%	115

How to read an Index: The baseline index is = 100. An index of 161 means that a JAX passenger is 61% more likely to have that attribute than the average Jacksonville resident.
 Source: 2009 Scarborough Inc., 2009 ACI Intercept surveys

PASSENGER TRAFFIC

Enplaning passengers:	2,798,155
Deplaning passengers:	2,790,871
Total Passengers/yr:	5,589,026
Meeters & Greeters:	8,383,539
Total Visitors Annually:	13,972,565

AIRLINE INFORMATION

Airline Market Share	
Delta/Northwest	29%
Southwest	23%
USAirways	16%
American Airlines	9%
Continental Airlines	7%
AirTran	6%
United Airways	6%
jetBlue	4%

Airline Location	
American Airlines	Concourse C
AirTran	Concourse C
Delta	Concourse A
jetBlue	Concourse A
Southwest	Concourse C
United/Continental	Concourse A
US Airways	Concourse C

Division of Traffic By Concourse	
Concourse A	49%
Concourse C	51%

BAGGAGE CLAIM INFORMATION

1.8 million bags processed annually

North End: Delta, jetBlue, United / Continental
South End: American, Southwest / AirTran,
 US Airways

TESTIMONIALS

“ THE PLAYERS is a global event and promoting ourselves in the JAX Airport ... is a no-brainer.”

Kirsten Sabia
 Director, Marketing Services, THE PLAYERS

“ We’ve seen a tremendous response from consumers as a result of our displays in Jacksonville International Airport.”

Deanna Cope
 VP of Marketing, OakLeaf Plantation

“ I didn’t think the process would be as easy as it is, but our customer service has been excellent!”

Carolyn Klucha
 Owner, CK Direct

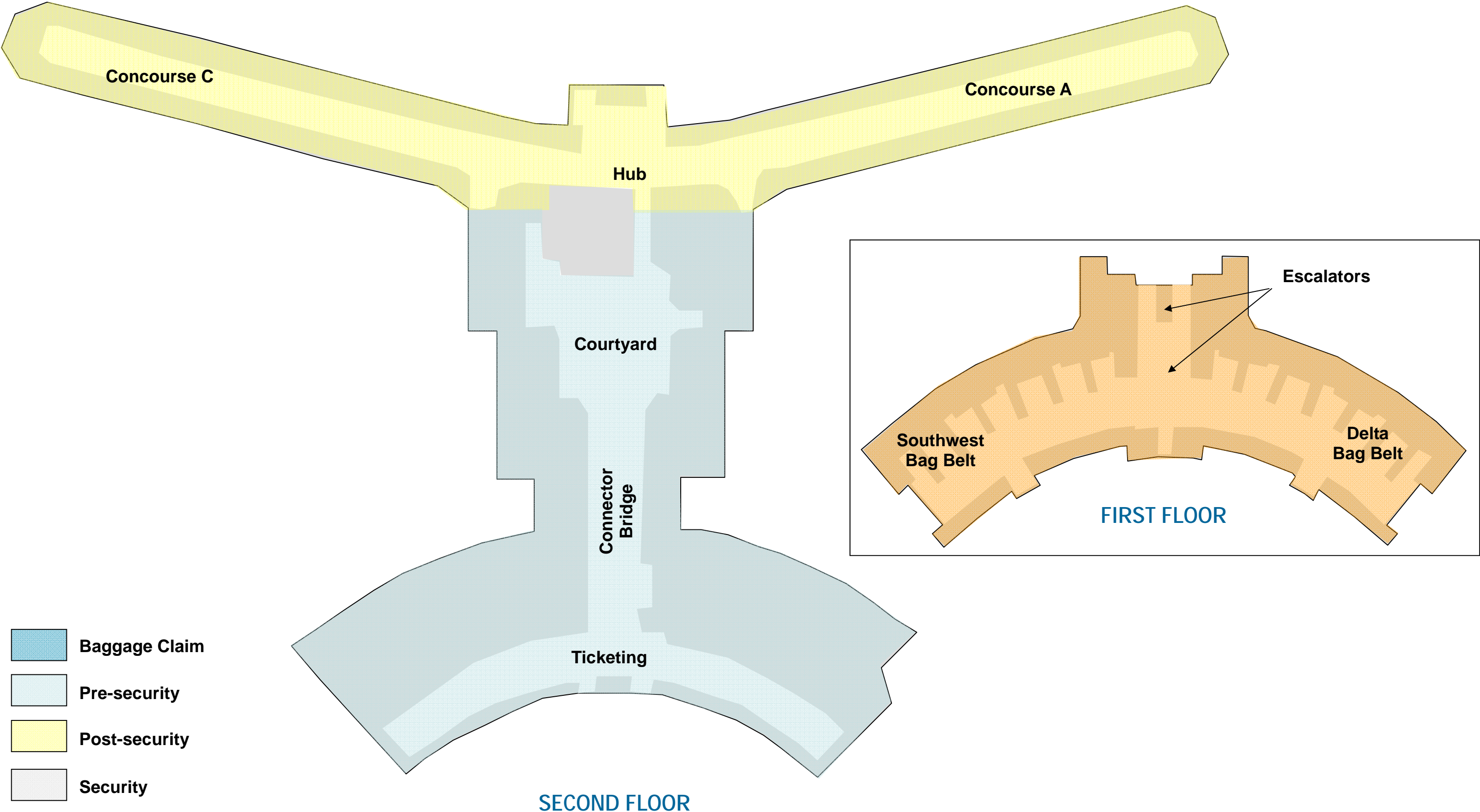
ELITE CLIENTS—PAST & PRESENT

- Atlantic Infronti
- Hanania Automotive
- Google
- BestBet Casino
- Marineland
- Winn Dixie
- OakLeaf Plantation
- PGA Tour/The Players
- Ponte Vedra Inn & Club
- University of North Florida
- Jacksonville University
- Accent of Florida
- Mayo Clinic



Based on passenger traffic from December 2009–November 2010
 Enplaning passengers are people that originate at JAX
 Deplaning passengers are people that originate at a different airport than JAX
 Meeters and Greeters are people that come to JAX to pick up arriving passengers.
 JAX Advertising uses a multiplier of 1.5 meeters and greeters per passenger, an industry standard based on the size/type of airport.

JAX TERMINAL LAYOUT





THE DISPLAYS



LARGEST DISPLAY AVAILABLE!

IMPACT: No way to miss your message

These fabric spectaculars have an incredible impact—they are located in the highest-traveled location of the airport.

LOW COMPETITION: Limited Inventory

With only six medium panels and two large panels, there will be fewer competition for impressions. Your message will stand out.



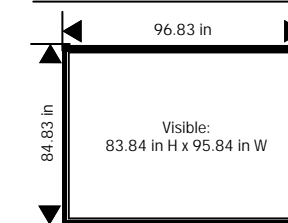
PRICING INFORMATION

Single Panels

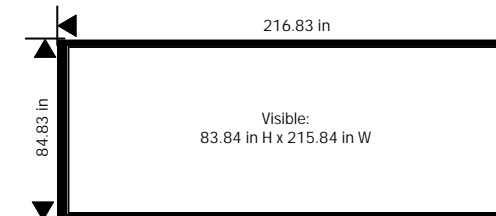
Medium	\$3,000/month
Large	\$4,500/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change.

SPECIFICATIONS



LARGE PANEL
 Full Graphic Size: 84.83" HIGH x 216.83" WIDE
 Visible Size: 83.84" HIGH x 215.84" WIDE

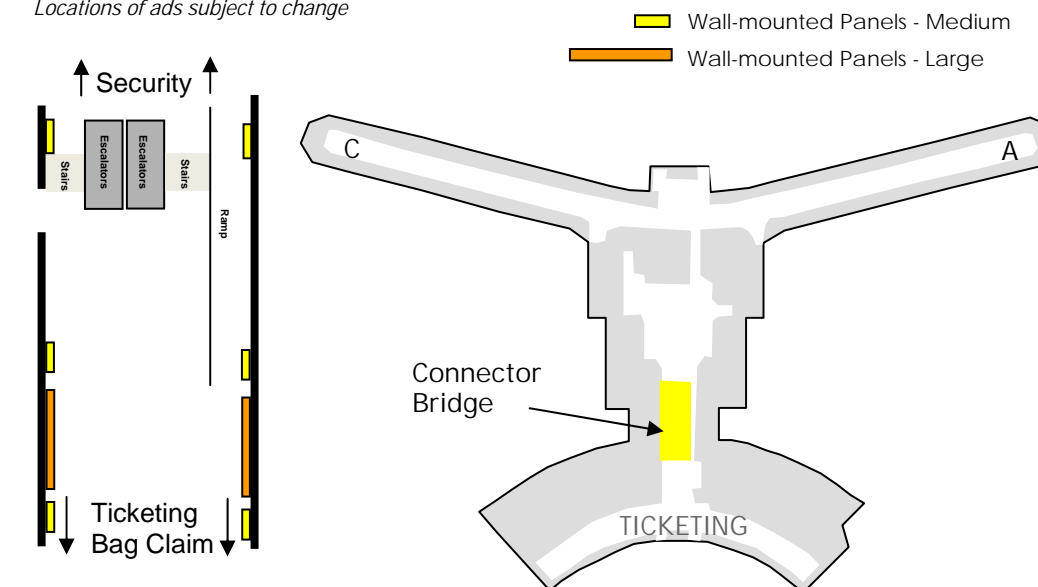


MEDIUM PANEL
 Full Graphic Size: 84.83" HIGH x 96.83" WIDE
 Visible Size: 83.84" HIGH x 95.84" WIDE

- Files should be set up as .tif files at full size at 100ppi.
- Fabric should be 9 ounce polyester knit dye sublimation with silicone edge strip sewn around the perimeter
- Files should be set up with a 1" bleed all the way around
- Provide artwork 1 week prior to installation date

LOCATION

Locations of ads subject to change



CONNECTOR BRIDGE/COURTYARD DIGITALS 9



DIGITAL DISPLAYS THAT YOU CONTROL

Imagine your message flashing head-on/eye-level to every passenger on this digital network of eight 46-inch flat-screen monitors. Take advantage of the flexibility of digital to capture the attention of arriving passengers, departing passengers or both.

Run static digital "posters," animated graphics or videos (minimum of 10 seconds). Select the flexibility of short-term bookings or the value of long-term displays.



PRICING INFORMATION

Eight Screens (all passengers)

4-week insertion \$1,500

One Year \$1000/month

Four Screens (arrivals or departures)

4-week insertion \$900

One Year \$650/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change. Two month minimum term.

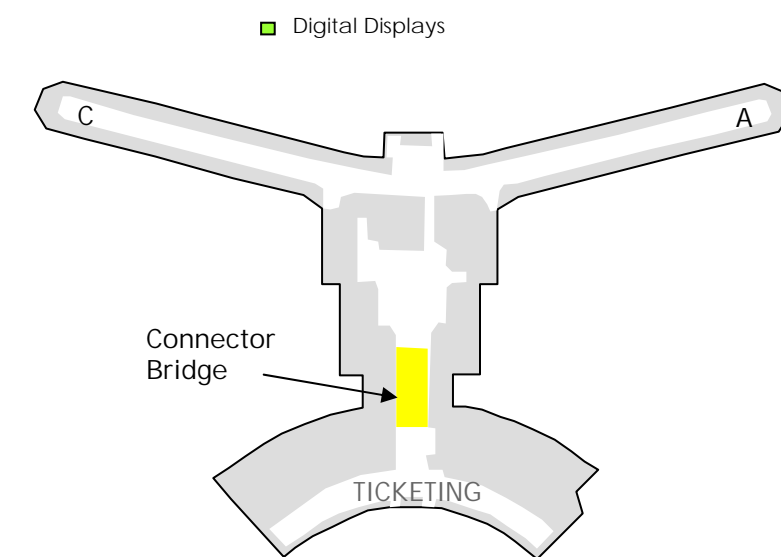
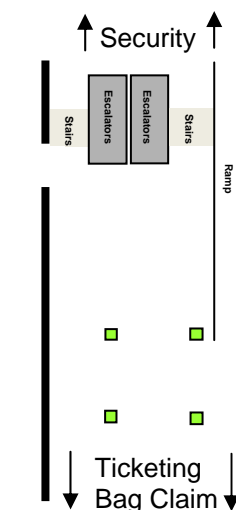
SPECIFICATIONS

CONNECTOR BRIDGE MONITORS:

Eight screens available
46-inch plasma screens
Static or dynamic digital display
10 second spot
90-second rotation

Available formats include .wmv, .jpg, .smf, .html

LOCATION



LARGEST DISPLAY AVAILABLE POST-SECURITY!

IMPACT: No way to miss your message

The Large Diamond Backlits delivers an impactful statement to passengers. With their size, your message will be seen!

DWELL TIME: Extended time in area

77% of passengers arrive at least 1 hour prior to their flight, and many passengers linger in the Hub while shopping or eating.



HUB 2: view from Security

PRICING INFORMATION

Single Panels

HUB 1 (any panel)	\$699/month
HUB 2-1 or HUB 2-2	\$999/month
HUB 2-3 or 2-4	\$899/month
HUB 3 (any panel)	\$699/month

Package Panels

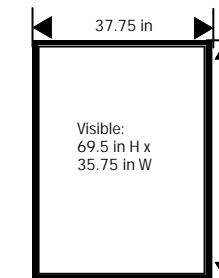
Any Three Panels	\$1999/month
Full Kiosk (4 panels):	
HUB 1	\$2599/month
HUB 2	\$3599/month
HUB 3	\$2599/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change.



HUB 3: Concourse A entrance

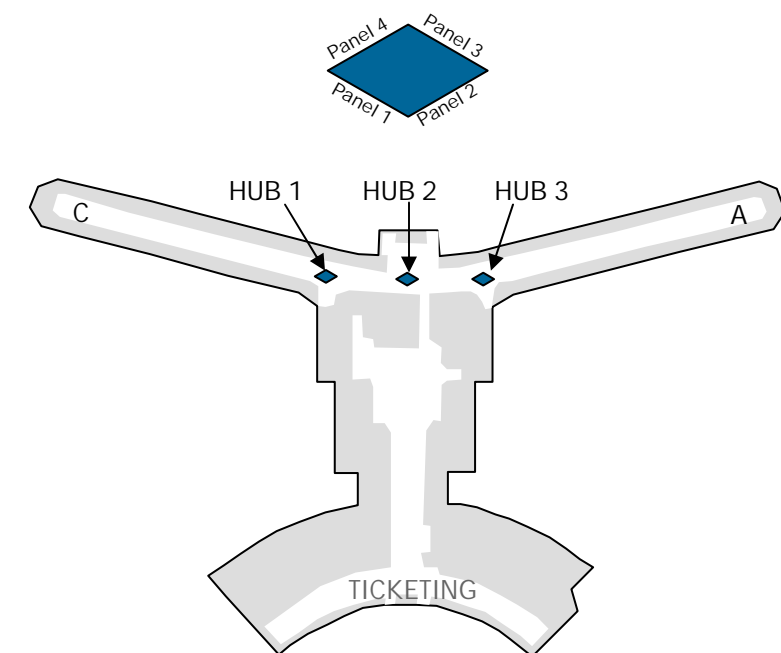
SPECIFICATIONS



Full Graphic Size:
70.5" HIGH x 37.75" WIDE
Visible Size:
69.5" HIGH x 35.75" WIDE

- Must be Duratrans material. No vinyl.
- Must have luster-finish laminate on front side (no more than 3 mil)
- Color must bleed to full artwork size with no crop marks showing
- No trim borders
- Provide artwork 1 week prior to installation date

LOCATION



WALL-MOUNTED BACKLIT PANELS

MOST POPULAR DISPLAY!

Wall-mounted Backlits are the most popular display at JAX.

VALUE: More Impact for your Investment

The wall-mounted backlit in the Main Exit Corridor allows you reach all arriving passengers (who must pass through the Corridor to exit the airport).

ENGAGING: Prime area for viewing

Within the Main Exit Corridor there is low level decision-making by the passenger, resulting in increased viewing of your advertising

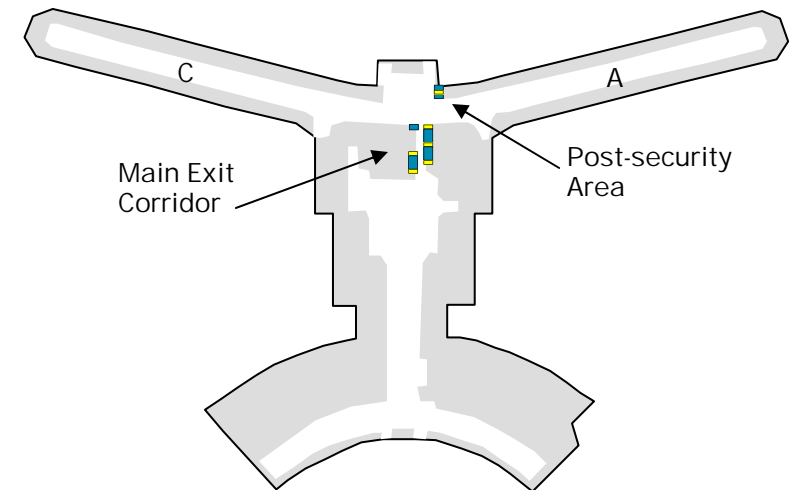


PRICING INFORMATION

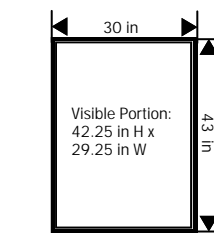
Single Panels	43"x62"	43"x30"
Main Exit Corridor	\$599/month	\$399/month
Post-Security Area	\$299/month	\$199/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change.

LOCATION

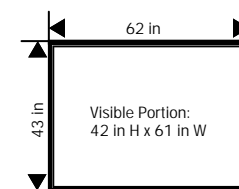


SPECIFICATIONS



43"H x 30"W

Full Graphic Size:
43" HIGH x 30" WIDE
Visible Size:
42.25" HIGH x 29.25" WIDE



43"H x 62"W

Full Graphic Size:
43" HIGH x 62" WIDE
Visible Size:
42" HIGH x 61" WIDE



43"H x 30"W



43"H x 62"W

- Must be Duratrans material. No vinyl.
- Must have luster-finish laminate on front side (no more than 3 mil)
- Color must bleed to full artwork size with no crop marks showing
- No trim borders
- Provide artwork 1 week prior to installation

FLOOR MOUNTED BACKLIT PANELS

TAKE ADVANTAGE OF SUPERIOR DWELL TIME

While the wait for baggage may be frustrating for passengers, it can be a goldmine for advertisers. Dwell time at the Baggage Claim floor mounted backlit panels is the highest in the airport—meaning passengers and visitors spend more time looking at your display! We recommend a minimum of six panels—one per unit—for maximum exposure.



Baggage Claim—North side

PRICING INFORMATION

Package Panels

Small (6-panels)	\$999/month
Small (12-panels)	\$1899/month
Large (6-panels)	\$1499/month
Large (12-panels)	\$2799/month

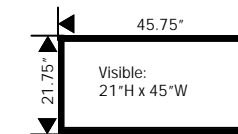
Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change. Two month min.



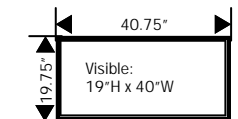
Baggage Claim—South Side

SPECIFICATIONS

LARGE:
Full Graphic Size: 21.75" HIGH x 45.75" WIDE
Visible Size: 21" HIGH x 45" WIDE

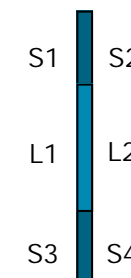


SMALL:
Full Graphic Size: 19.75" HIGH x 40.75" WIDE
Visible Size: 19" HIGH x 40" WIDE

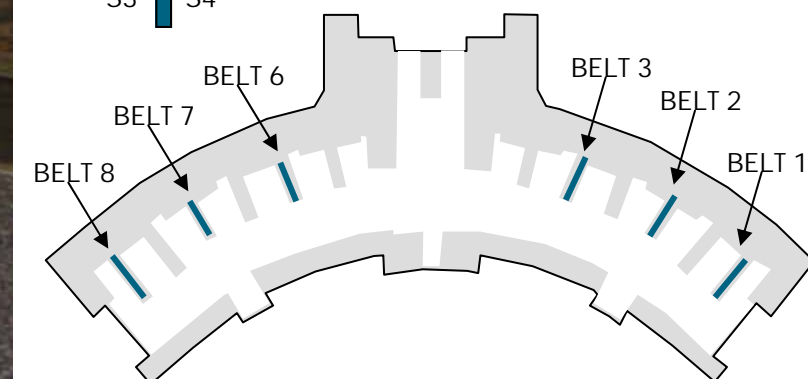


- Must be Duratrans material. No vinyl.
- Must have luster-finish laminate on front side (no more than 3 mil)
- Color must bleed to full artwork size with no crop marks showing
- No trim borders
- Provide artwork 1 week prior to installation

LOCATION



Each floor mounted backlit unit is double sided. The large panel is the center panel (L1 and L2) on each unit. The smaller panel are the end panels (S1, S2, S3, S4)



QUAD KIOSK BACKLITS

BROCHURE CAPABILITY AVAILABLE

EFFECTIVENESS: An Exceptional Opportunity

Use action-oriented brochures as a way to track the effectiveness of your display and provide passengers with a take-away of your message.



PRICING INFORMATION

Single Panel

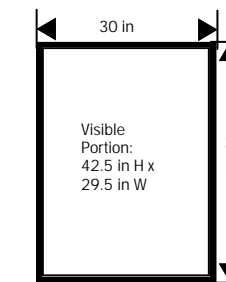
Baggage Claim
\$499/month

Package Panels—4 panels

Baggage Claim \$1499/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change. Two month minimum term.

SPECIFICATIONS



Full Graphic Size:

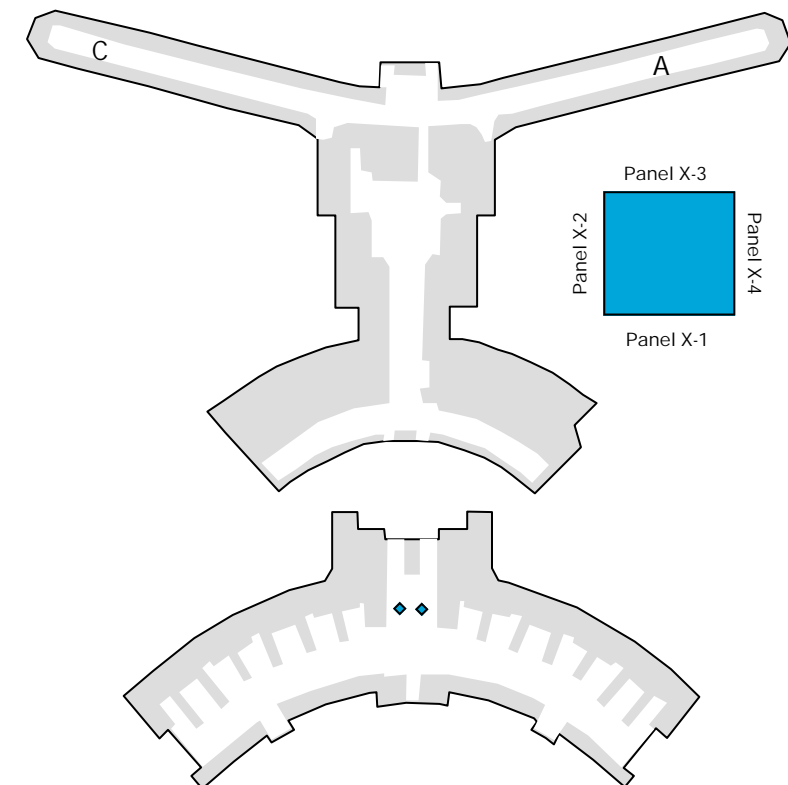
43" HIGH x 30" WIDE

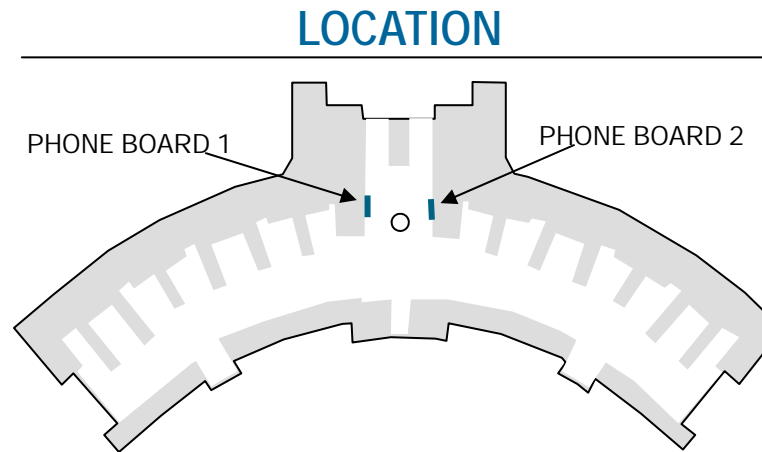
Visible Size:

42.5" HIGH x 29.5" WIDE

- Must be Duratrans material. No vinyl.
- Must have luster-finish laminate on front side (no more than 3 mil)
- Color must bleed to full artwork size with no crop marks showing
- No trim borders
- Provide artwork 1 week prior to installation

LOCATION





SPECIFICATIONS

MEDIUM (M):
 Full Graphic Size: 19"H x 21"W
 Visible Size: 18.5"H x 20.5"W

SMALL (S):
 Full Graphic Size: 9.5"H x 10.5"W
 Visible Size: 9"H x 10"W

DIRECT PHONE LINE ACCESS TO YOUR BUSINESS

The Courtesy Phone Board offers two displays located in Baggage Claim on either side of the busy Information Desk. These displays offer a direct line to your business phone through a simple two-digit code (displayed at board). Great option for hotel shuttles, car rental agencies, ground transportation and parking facilities.



- Must be Duratrans material. No vinyl.
- Must have luster-finish laminate on front side (no more than 3 mil)
- Color must bleed to full artwork size with no crop marks showing
- No trim borders
- Provide artwork 1 week prior to installation

PRICING INFORMATION

Two Panels		The phone boards are identical and when you sign up for the phone board, you automatically receive a spot on both boards.
Medium Panel	\$699/month	
Small Panel	\$499/month	

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change.

DIGITAL DISPLAYS OUTSIDE THE TERMINAL

Main Entrance Text-only messages are available at the entrance on a monthly term.

The Courtesy Waiting Lot is a free parking area for guests to wait while arriving passengers fly in and pick up their baggage. A large digital monitor provides flight information as well as video.



Main Entrance Sign
(Text only)

SPECIFICATIONS

COURTESY WAITING LOT:

Pixels of Board: 176W x 96H
File Type: Uncompressed AVI; High Resolution JPG

MAIN ENTRANCE SIGN:

Pixels of Board: 64W x 56H
File Type: Uncompressed AVI; No alpha channels, 30 frames/sec

TEXT ENTRANCE/EXIT SIGNS:

Please provide text desired in email format

PRICING INFORMATION

Single Panels

Text-only Monitor (entrance) \$1500/month

Courtesy Waiting Lot Video (15s) \$500/month

Courtesy Waiting Lot Video (30s) \$750/month

Courtesy Waiting Lot Video (60s) \$1000/month

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change. Two month minimum term.

LOCATION



Courtesy Waiting Lot

Main Entrance Sign
(video and text)



Courtesy Waiting Lot



SHORT-TERM DISPLAYS

INTERACTION WITH YOUR PRODUCT

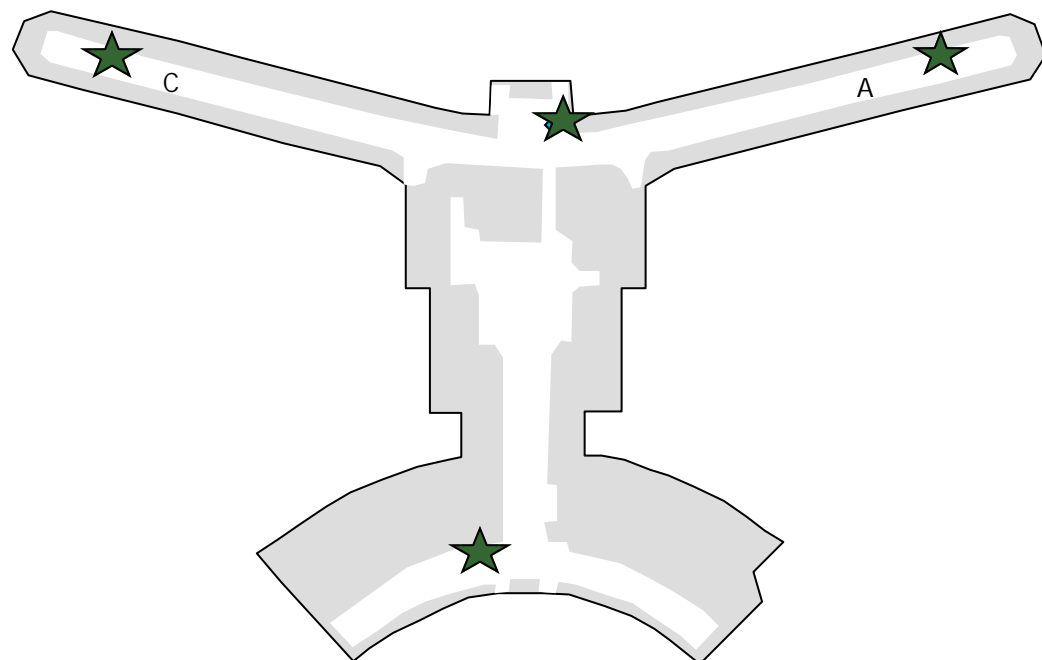
Take advantage of the ability to place your product into the hands of the passengers by featuring your product in a 20 foot by 10 foot display space. Examples of displays can be vehicles, motorcycles, watercrafts, furniture, electronics and more! Display can be accessible to passengers or roped off for viewing only. Additional features can include signage and interactive modules. Ask about customizing this opportunity.

PRICING INFORMATION

Single Location		Multiple Locations	
Ticketing	\$3500/month	Concourses A & C	\$6,000/month
Post-Security	\$2500/month		

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change. Two month minimum term.

POTENTIAL LOCATIONS



INTERACTION WITH YOUR PRODUCT

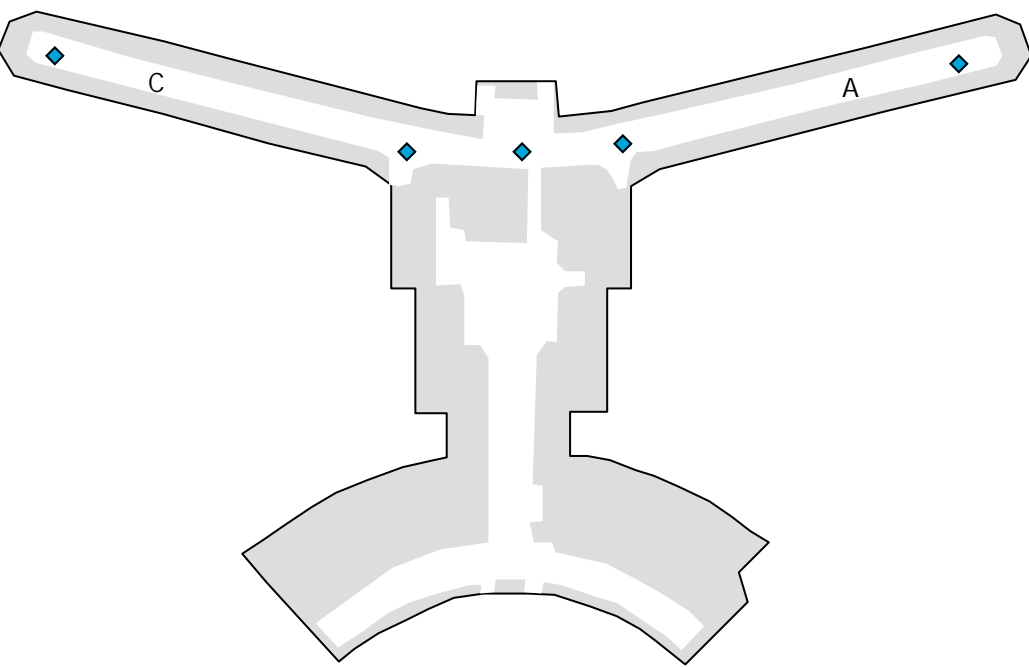
Floor clings put your brand in a non-traditional location for advertising. This hard-to-miss display comes in various sizes (based on your needs) with multiple locations available throughout the airport. Use floor clings to feature your event, new product launch or grand opening. Can be used in conjunction with other advertising elements.

PRICING INFORMATION

Pricing varies based on size and location(s) of floor cling(s). Call today for a customized price quote. Available for up to 90 days. Floor clings require professional installation/removal from a third-party company.

Prices valid January 1, 2013. Prices based on 12-month contract. Different pricing structures available for shorter or longer terms. Prices subject to change.

POTENTIAL LOCATIONS



FLEXIBLE LOCATIONS & BOLD DISPLAY

Our seven-foot-tall Standee Signs provide a flexible way to boldly get your message to various passengers throughout the terminal. Three Standee Signs are available at one time and can be placed in Pre-Security, Post-Security or Baggage Claim. These signs can be double-sided.



PRICING INFORMATION

TWO WEEK MAXIMUM—includes up to three (3) signs

PRE-SECURITY	\$2798/2 week term
BAGGAGE CLAIM	\$2798/2 week term
POST-SECURITY	\$2798/2 week term

Prices valid January 1, 2013. Prices subject to change.

SPECIFICATIONS

STANDEE SIGNS

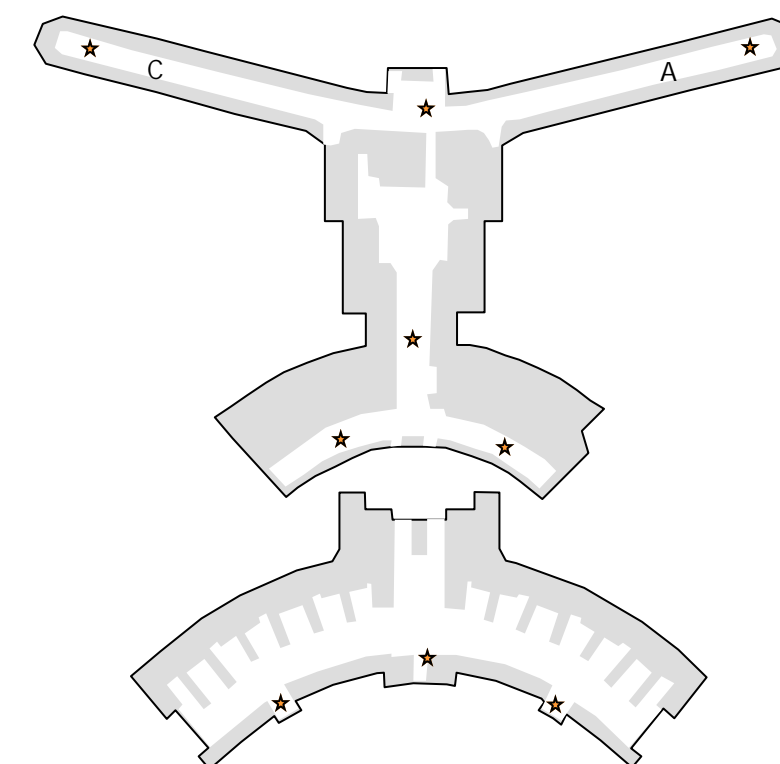
Overall Graphic Size: 84" High x 36" Wide x 1/2" Deep
 Overall Viewing Size: 78" High x 36" Wide (Vertical)

Artwork can be digitally printed on foam core or Gator board that is 1/2" thick, or printed on adhesive-backed vinyl and then mounted on foam core or Gator board that is 1/2" thick. Allow for a 6-inch dead space at the bottom of the sign.

Artwork must have a luster finish laminate applied to the front surface. Color must bleed to the full artwork size with no crop marks showing on artwork. Trim borders are prohibited.

Other sizes and types of standee signs are subject to JAA approval.

LOCATION





PRICING INFORMATION

90-DAY RUN

85% Exclusivity (Airport utilizes 15% of bins)

Please contact for pricing information

Ask about package deals with other airports.

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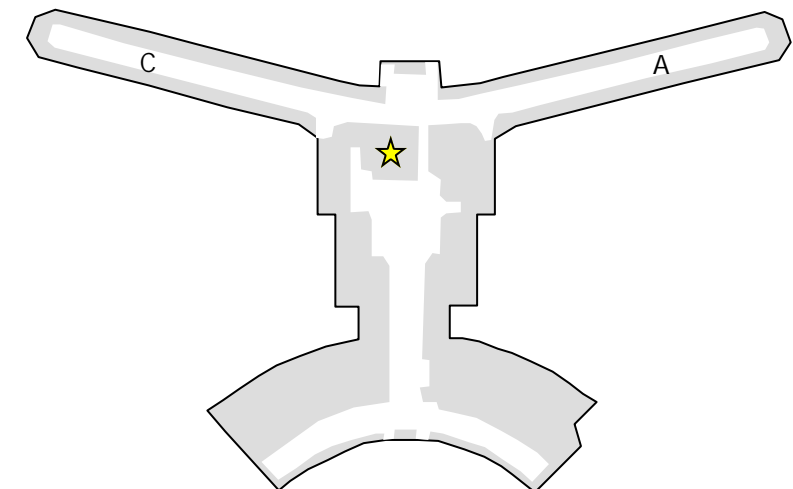
SPECIFICATIONS

SECURITY BIN ADVERTISING

Overall Graphic Size: 12.1254" High x 17.094" Wide

Please request specifications sheet. Production is charged separately.

LOCATION



EXCLUSIVITY IN PRIME LOCATION

The Checkpoint Security Bins are a novel opportunity in brand positioning that reaches an audience of highly-sought-after consumers: the Frequent Flier. Airports are flooded with high-end targets that are put face-to-face with your brand at the security checkpoint. This one-of-a-kind opportunity cannot be skipped or avoided.



- Exclusive Showing—dominate the airport
- Engagement during heightened awareness
- Measurable Results validated with independent ad effectiveness studies
- Targeted Demographic reach
- High Volume exposures and frequency
- Previous clients included: Coggin Auto Dealership, Zappos.com, Hanes

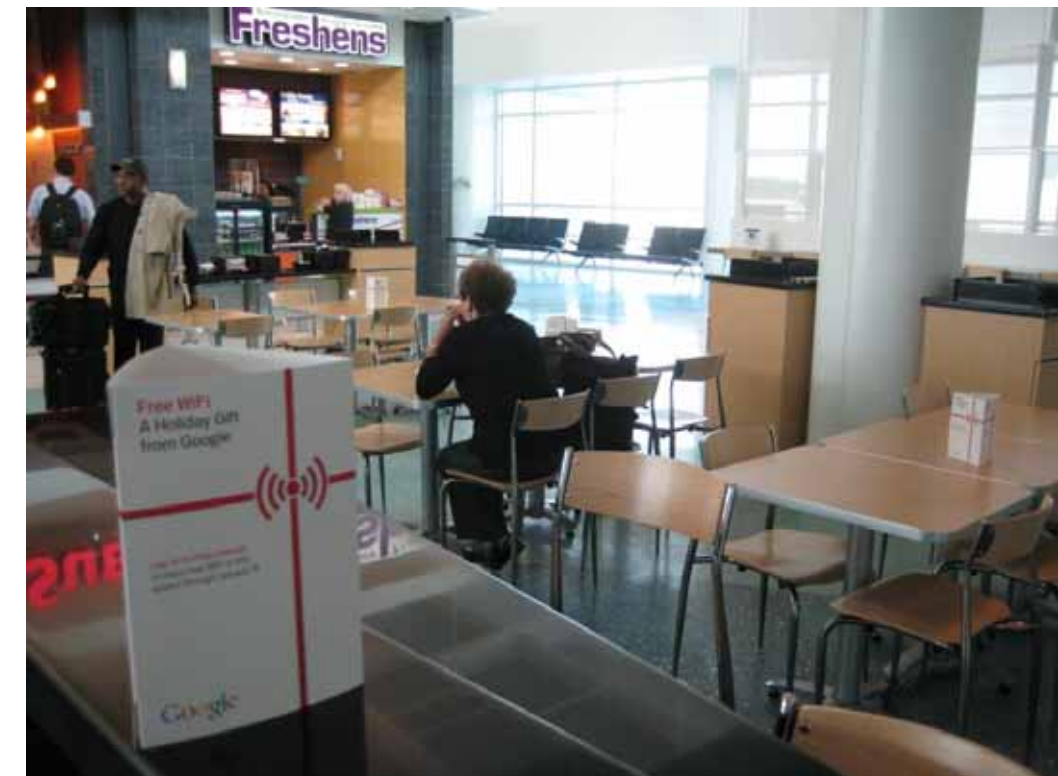
SPECIALTY DISPLAYS

CUSTOMIZE YOUR PACKAGE

Sponsorships are available for non-traditional locations throughout the airport. Ask about using your business name to brand locations throughout the airport, such as Free Wi-Fi, Parking Decks, Concourses, Information Desk and more!

Don't see what you are looking for on these pages?
Just ask—we are open to new ideas and suggestions! We would love to work with you.

Request prices for items.



Contact 904-741-2177

CONTRACTS

All ad campaigns require a fully-executed contract signed by the Advertiser and Jacksonville Aviation Authority. Please allow at least 30 days for the execution of a contract.

PAYMENTS

Payments are due on the first day of each month without demand. **All rates listed in this Kit are NET** and based on a one-year contract unless noted.. Longer terms are subject to discounts and shorter terms are subject to surcharges. Holiday/ special event time frames (including, but not limited to The PLAYERS tournament, Holidays) subject to surcharge.

SECURITY DEPOSIT

A three-month, fully-refundable security deposit is required for all campaigns longer than three months. For any campaign three months or shorter, payment in full is required. The security deposit or payment in full is due prior to the execution of the contract and the installation of any graphics. For the quickest processing, please provide your security deposit or payment in full along with your contract submission.

RESPONSIBILITIES

The Advertiser is responsible for the creative and production of all graphics. Authority provides the space for all graphics, as well as the installation and maintenance of all graphics (exceptions noted).

Contact 904-741-2177

GRAPHIC APPROVAL

All signage must be approved by the Authority prior to placement. Please send a PDF file to your Authority representative via email for the quickest approval process.

DELIVERY OF MATERIALS

All materials must be received by the Authority three weeks prior to the start of the contract or installation of advertisement may be delayed.

LAMP POLE BANNERS, COLUMN WRAPS, CLINGS

The Advertiser is responsible for the installation and removal of lamp pole banners column wraps and clings. Advertiser must coordinate the installation and removal of these items with the Authority. Installation and removal of these items must be done by a professional sign company, and proof of insurance may be required for the sign company. The expense of installation is established between the Advertiser and the sign company.

REMOVAL OF MATERIALS

At least three days prior to the end of the contract, the Advertiser must notify Authority of the request to return advertising materials. Authority will remove all materials with the exception of lamp pole banners and column wraps as noted above. Advertiser must pay for all shipping costs associated with the return of materials.

