

North Carolina
Pitt County

Advertising Contract

This CONTRACT AND AGREEMENT made and entered into this _____ day of _____, _____, by and between Pitt County, hereinafter referred to as "COUNTY" and _____, hereinafter referred to as LESSEE.

Whereas the COUNTY operates a transportation system and desires to lease advertising space on COUNTY'S transportation vehicles fleet for the "SCHEDULE OF FEES" set out in this CONTRACT.

TERM

The term of this contract is from _____, through _____.
The term may be extended if requested by LESSEE at the sole option of the COUNTY.

SCHEDULE OF FEES

20" x 120" sign	\$100.00/month
20" x 72" sign	\$75.00/month
20" x 36" sign	\$45.00/month

PAYMENT

Payments shall be made quarterly in advance. The first quarterly payment shall be made at least 10 (ten) working days prior to affixing a sign to the vehicle. Subsequent quarterly payments shall be made at least 10 (ten) working days prior to the beginning of the quarter to which the payment applies.

If payment is not made by the first day of the quarter, the COUNTY reserves the right to remove the advertisement and bill the LESSEE for the cost of removal.

LESSEE'S RESPONSIBILITIES

1. Pay for all production costs incurred in the design, production, and installation of advertising.
2. Pay all expenses associated with the removal of advertising on vehicles utilized in the advertising process.
3. Affix no advertising mounted anywhere on the vehicle except on the "high top" cap of transit vehicle.
4. Be totally responsible for sign repair and replacement thereof.
5. Utilize only vinyl panels affixed directly to vehicles in such a manner that the removal thereof will not damage nor deface vehicles in any fashion.
6. Utilize only one piece vinyl material panels that are 20" tall and either 36", 72", or 120" wide.

COUNTY'S RESPONSIBILITIES

1. Review and approve or disapprove the design of the LESSEE's proposed sign within 15 (fifteen) working days after receipt by the COUNTY.
2. Suspend the collection of lease payments if a vehicle bearing an advertisement is out of service for more than 10 (ten) working days.

(Signature of LESSEE)

(Date)

(Signature of COUNTY)

(Date)