



NON-CANCELABLE MEDIA DISPLAY CONTRACT

OUR Contract #: _____
Date: 6/5/2026

Reagan National Advertising of Austin, LLC

Payment PO Box 561539
Remittance Denver, CO 80256-1539
Only TEL 512-926-7740 FAX 512-926-3843

TYPE OF CONTRACT: ☒ New ☐ Renewal

ACCOUNT EXECUTIVE: Travis Picchena

ADVERTISER / CLIENT: Austin Police
BILLING 715 E 8th St
ADDRESS: Austin, TX - Texas, 78701
PHONE: (512) 974-4211
CONTACT: Lt. Andrew Morris
E-MAIL: Andrew.Morris@austintexas.gov
A/P EMAIL: _____
TYPE OF BUSINESS: Police Department

AGENCY: _____
BILLING _____
ADDRESS: _____
PHONE: _____
CONTACT: _____
TITLE: _____
EMAIL: _____
A/P EMAIL: _____

The undersigned Advertiser/Agency hereby authorizes Reagan National Advertising of Austin LLC (hereafter referred to as "RNA") to display outdoor advertising upon the following terms and conditions:

Description	Size	Posts Week of	# of Boards	# of Weeks	# of 4-Week Periods	Rate Per 4-Week Period	Total Net Price
#9016 - US 183 N 500 ft E/O Lamar Blvd N SS, Facing East	14' x 48'	7/13/2026	1	52	13.00	\$6,500.00	\$84,500.00
#410 - 1603 Bastrop Hwy (SR 71) 300 ft E/O Brandt Dr NS, Facing East	14' x 48'	10/26/2026	1	13	3.25	\$7,300.00	\$23,725.00

Total Net Space Amount: \$108,225.00

Total Production Cost (if known): \$2,200.00

All printed material and specific posting instructions, must be delivered to RNA at least seven (7) business days prior to scheduled start date.

Shipping and Physical Address: **Reagan National Advertising of Austin, LLC, 7301 Burleson Road, Austin, TX 78744**

Display period will not be extended and Advertiser/Agency will still be liable for the display period if posting is delayed due to Advertiser/Agency's failure to either provide approved artwork ten (10) business days prior to posting or to provide materials and posting instructions to RNA at least seven (7) business days prior to display date specified in this contract. Advertiser/Agency shall be solely responsible for the design and quality of artwork provided to RNA in connection with this contract. See below for additional production notes.

Additional Information: This agreement serves as production authorization. An invoice will be generated for \$1,100 for every 14' x 48' vinyl that the client orders.

*NOTE: Price shown does not include the cost of production of vinyl or fabrication or rotation of cut-outs or extensions. If the Advertiser/Agency approves a design which includes extension(s) beyond the size indicated above, Advertiser/Agency agrees to pay a charge of \$30.00 /sq. feet for the fabrication and \$1.75 /sq. feet per rotation of any cut-outs or extensions specified by the artwork supplied. Extension charges only apply if artwork includes extensions. Initial installation is included for total contract value of \$1500 or more. Future installations (or initial installation for contracts under \$1500 in total) are \$350 per instance for bulletins and \$150 per instance for posters. If a color match is needed, Advertiser/Agency must supply PMS colors required. Standard print deadlines assume that proofs will be provided electronically to approve copy positioning. If a printed proof is required to confirm color(s), artwork deadline is fifteen (15) business days prior to contracted posting week and an additional fee of \$100 per color proof will be paid by Advertiser/Agency.

If Advertiser/Agency elects to sign the agreement or sign via electronic signature, and forward an electronic or faxed copy, RNA will accept same in lieu of original signature. Both parties agree to be bound hereunder as if Advertiser/Agency had affixed original signature. This contract is deemed executed and performable in Travis County, Texas, which shall be the exclusive jurisdiction for all disputes arising out of and/or related to this contract.

THIS ORDER IS SIGNED AND ACCEPTED SUBJECT TO THE TERMS AND CONDITIONS STIPULATED ON THIS PAGE AND PAGE TWO (TERMS & CONDITIONS) WHICH ARE ALL OF THE AGREEMENTS AND REPRESENTATIONS AS TO THIS CONTRACT MADE BY EITHER PARTY. This contract is not valid until accepted and approved by the President of Reagan National Advertising of Austin LLC.

Any person (either an individual or an advertising agency) executing this contract on behalf of an Advertiser/Agency warrants that he/she has full authority to do so. Said person accepts full personal liability for all relevant obligations herein if he/she is not authorized to execute this contract in a representative capacity on behalf of an Advertiser/Agency.

Accepted and Approved

Reagan National Advertising of Austin LLC

Signature - Reagan President

Date

ADVERTISER SIGNATURE AND INFORMATION

X
Advertiser - Signature

X
Printed Full Name

X
Title

X
Date

Terms & Conditions - Page Two

COPY APPROVAL: If an advertising message is to be suggested by RNA, Advertiser/Agency shall not withhold or delay acceptance and approval unreasonably. If Advertiser/Agency rejects the advertising message suggested by RNA, Advertiser/Agency shall furnish Advertiser's/Agency's own message at least 20 days before the scheduled display date(s). Regardless of which party ultimately provides the advertising production, the start date(s) reflected on the face of this contract shall be considered immutable, and billing will commence on the contracted start date.

INTELLECTUAL PROPERTY: Artwork and copy designed by RNA is solely the property of RNA and cannot be used, or modified to be used, in other advertisement or media formats, or posted on third party media, without prior express written permission from RNA. Any unauthorized use or modification of a design or copy, or portions thereof, is a violation of RNA copyrights and will be prosecuted to the fullest extent of the law; RNA will be compensated for all legal costs, attorney's fees and any and all financial damages together with cost of collection for enforcement of its copyrights. All creative concepts designed by RNA and any/all subsequent materials produced incorporating those concepts, including but not limited to vinyls and electronic formats, shall be and will remain the property of RNA. Any media in violation of these terms must remove the RNA content immediately upon notice. Advertiser/Agency agrees to cooperate with RNA to remove such RNA content from third party media.

RNA reserves the right to reject and/or remove, at any time (either before or after display) any copy, pictorial or otherwise, which RNA in its sole discretion, considers to be false, misleading or deceptive, or in violation of existing laws and regulations, or offensive to the moral standards of the community, or which in any way reflects on the character, integrity or standing of any individual or organization. If the display has been installed, RNA may remove it without prior notice to or consent from Advertiser/Agency. Notwithstanding the foregoing, Advertiser/Agency agrees to defend, indemnify and hold RNA harmless from any and all claims, loss, liability, judgments, costs and reasonable attorney's fees incurred by RNA arising out of, or related to, the contents or subject matter of any copy displayed pursuant to this Agreement.

PRODUCTION: All production costs for display materials shall be paid by the Advertiser/Agency. If the Advertisers/Agency is to provide display materials, said materials and posting instructions must be received by RNA no less than seven (7) business days prior to the scheduled start date. Further, if the Advertiser/Agency is tardy or negligent in the delivery of completed display materials or posting instructions, the space in question will go into billing on the scheduled display date(s). In that event, the Advertiser/Agency will be obligated to pay the invoices from that billing date. Any production materials, including but not limited to vinyls, polyethylene materials and electronic formats, conveyed or provided to RNA by an Advertiser/Agency or an independent third party shall be and will remain the property of RNA. Said production and creative materials will be discarded within seven (7) business days following expiration of the Display Period unless Advertiser/Agency has previously agreed in writing for RNA to store them at the rate of \$25.00 per 4 week period per unit. Extensions cannot be stored.

If the advertising materials, which are to be furnished to RNA, do not arrive seven (7) business days prior to the scheduled post date or are otherwise delayed, RNA will have up to ten (10) working days after receipt of the advertising materials to complete the posting(s) scheduled. Regardless, RNA will commence billing as stated above.

Advertiser/Agency shall have delivered to RNA sufficient materials (10% overage required for poster campaigns, minimum of one overage per cycle required for campaigns smaller than 10 posters), not later than seven (7) business days prior to the first installation date of the display period. If Advertiser/Agency fails to provide required 10% overage for poster campaigns, they agree that public service ads may be posted on any locations where previously-installed materials were damaged. If the materials provided by Advertiser/Agency are not produced to RNA specifications, Advertiser/Agency shall pay an additional charge for corrected materials to be re-posted if the materials tear or become damaged upon installation. RNA will not be held accountable for missed display time due to not meeting RNA's specifications for materials or required overage. Advertiser/Agency shall be liable for the costs of replacing materials if they are not produced to RNA specifications.

CREDIT TERMS: Not all Advertisers/Agencies will be extended credit. If credit is requested, a credit application must be completed for processing at the time of contract signing. Otherwise, the first period's space and production charges are due fifteen (15) working days prior to posting. If credit is approved, invoices under the stipulations of this contract are payable thirty (30) days after invoice date.

DEFAULT: Invoices not paid when due shall bear interest at the maximum legal rate per annum from maturity. RNA shall have the right to treat such default as a breach of the entire contract and to declare the entire unpaid sum owing under this contract to be due and payable immediately. Failure to receive invoices from RNA does not release Advertiser/Agency from the contractual obligations contained herein. If this Agreement is executed by an Agency, Agency understands that RNA may notify Advertiser in the event Agency fails to pay any invoice within sixty (60) days of the invoice date. In the event that payment per the terms of this contract becomes delinquent and RNA conveys the collections of amounts due to a collections specialist, all fees charged by said specialist shall be borne by the advertising agency or advertiser. Advertiser and Agency agree that in the event of such default, RNA may proceed against both Advertiser and Agency for breach of contract, as joint and several obligors. In the event of the default, RNA shall have the right to remove any advertising displays provided hereunder and relet the advertising space.

Should this contract become subject to any federal, state, or local taxation, RNA is authorized to add the amount of such tax to the payments contracted for herein.

CREDIT: It is agreed that no claim resulting from failure of RNA to properly execute the display shall be valid unless reported to RNA promptly on discovery by Advertiser/Agency.

Advertiser/Agency agrees that performance shall be deemed rendered if copy is displayed within FIVE (5) WORKING DAYS of the scheduled date and continues to be displayed for a period of not less than twenty-five (25) days for each display period indicated. Any credit to Advertiser will be in the form of an extension of the contracted display period in question. In the case of a scheduling conflict for such extensions, RNA reserves the right to provide the extended time on an available display unit of similar market value. This extended time shall be the exclusive remedy for RNA's failure to perform any obligation under this agreement, and in no event shall RNA be liable for any consequential damages. Not all billboards are illuminated. Rates proposed have been adjusted for non-illuminated and solar powered boards. There will be no extension of time or credit provided for non-illumination of a board unless a RNA proposal and current RNA photo sheet at time of proposal specifically state that such billboard is illuminated. No extension of time or credit will be provided for non-illuminated or solar powered billboards. Unless otherwise stipulated, contracts for multiple faces will be scheduled with an allocation of illuminated and non-illuminated faces in the proportion consistent with the percentage of illuminated/non-illuminated faces for each media type existing in the purchased market at the time of contracting. Illumination will be provided on a schedule determined by RNA based on local and seasonal conditions. Credit for loss of illumination (for any board specifically proposed as illuminated) due to any temporary condition not covered by the "Contingency" below will be given in the form of an extended display period or additional advertising space, in an amount RNA determines to equal the value of the loss of illumination, but not to exceed twenty percent (20%) of the amount invoiced for the affected display for one period. No reduction of illumination request by Advertiser/Agency shall qualify for such credit.

ASSIGNMENT: The rights and obligations of Advertiser/Agency hereunder are not assignable without the prior written consent of RNA, which shall not be unreasonably withheld. RNA may assign its interest hereunder.

LOSS OF LOCATION: Any specific display location(s) indicated in this contract is (are) subject to the terms of the lease agreements between RNA and its lessors. If any location becomes unavailable for use by RNA, whether by cancellation of lease or any other means, RNA will provide an alternative location, if available. In such an event, any advertising time lost during the relocation of the advertising copy will be added to the contracted display period. In the event that RNA determines to convert any display under this Contract to enhanced technological capabilities, RNA shall give sixty (60) days notice of such conversion to the Advertiser/Agency, who shall then have the option to enter into a new Contract for space on the enhanced display at the prevailing market rates.

CONTINGENCY: Should the display of Advertiser's/Agency's message be delayed or interrupted for more than five (5) days due to any events beyond the control of RNA (e.g. Acts of God, strikes, concerted action by employees or labor organizations, shortages of labor or other materials, present or future governmental laws, ordinances, rules or regulations, expiration or other termination of RNA lease of any of the space(s) contracted for, or for any other reason whatsoever), such shall not constitute a breach of the agreement, and this agreement shall not terminate either in whole or in part. RNA will provide an extension of the contracted display period equal to the time in which the advertising was not displayed. In the case of a scheduling conflict for such extensions, RNA reserves the right to provide the extended time on an available display unit of similar market value. Further, RNA may remove advertising display(s) in advance of a forecasted severe weather event if such removal may result in minimizing potential damage to the structure. In such cases, should the interruption of the display exceed five (5) days, RNA will provide an extension to the contracted advertising period as outlined above. This extended time shall be the exclusive remedy for RNA's failure to perform any obligation under this agreement, and in no event shall RNA be liable for any consequential damages.

INTEGRATION: IT IS EXPRESSLY AGREED THAT RNA IS NOT BOUND BY ANY STIPULATION, REPRESENTATION OR AGREEMENTS, VERBAL OR OTHERWISE, WHICH ARE NOT PRINTED OR WRITTEN IN THIS CONTRACT, AND THAT THIS CONTRACT REPRESENTS A COMPLETE INTEGRATION OF ALL PRIOR NEGOTIATIONS, AND ANY MODIFICATION OF THIS CONTRACT SHALL BE IN WRITING.

THIS CONTRACT IS NON-CANCELABLE BY THE ADVERTISER, ITS ADVERTISING AGENCY, OR BY ITS SUCCESSORS OR ASSIGNS.