



DIGITAL SIGN AD SPACE APPLICATION

The City of Los Banos Digital Signs are located on the westside and eastside of Pacheco Blvd. The Western Sign is located at the southwest corner of W. I St. and Pacheco Blvd. and can be seen by traffic eastbound on Pacheco Blvd. The Eastern Sign is located east of San Luis St. and E. Pacheco Blvd. and can be seen by westbound traffic on Highway 152. The advertisements are used to advertise local businesses and inform the public about community events and community service announcements. The fee for advertisement **per** location is **\$119.52** for one month and is due at the time this completed application is submitted.

Advertisement Billboard Location

Southwest Corner of W. I St. and Pacheco Blvd. (Western Digital Sign): Yes No

East of San Luis St. and E. Pacheco Blvd. (Eastern Digital Sign): Yes No

Advertiser Information

Business/Organization Name: _____

Representative's Name (first and last): _____

Does the business/organization have an active City-issued Business License? Yes No

If yes, include Business License #: _____

Phone Number (include area code): _____

Email Address: _____

Advertisement Dates

Subject to ad space availability. Ad space is reserved on a first-come, first-served basis by submitting a completed Digital Sign Ad Space Application, Digital Sign Terms of Service, and payment in the amount of \$119.52 (cash, check, or money order only) to the City of Los Banos at 520 J Street, Los Banos, CA 93635. Ad will run up to one month (i.e. May 16th thru June 16th.)

When are you proposing to start and end your advertisement?

Start Date: _____ End Date: _____

Advertisement Display

Preferred font color: _____ Preferred background color: _____

Advertisement Message

For your display, please submit a landscape orientation picture of the advertisement in PNG. or JPEG. format (Specification: 312 pixels wide x 144 pixels tall). If the Ad is to incorporate a graphic (logo/image), submission of graphic (logo/image) is required through email at time of application submittal in PNG. or JPEG. format. Ad space can accommodate up to 2-3 words per line and up to 4-5 lines, depending on characters used and font size.

Please see reverse page to complete Terms of Services

DIGITAL SIGN

TERMS OF SERVICE

Please Read Carefully

- 1. ADVERTISING MEDIA AND INSTALLATION:** The Advertiser is responsible for providing graphic “advertising concepts” of their own design to the City for approval. Once the approved advertisement media has been received by the City, the City will upload the advertisement to the Pacheco Digital Sign and provide maintenance for the media for the duration of the agreement.
- 2. INDEMNIFICATION:** Advertiser is solely responsible for any legal liability arising out of or relating to the content of the Advertisement, and/or such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, unfair competition, or any right of any person or entity. Advertiser agrees to indemnify, defend and hold City harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by City, arising out of the Advertisement.
- 3. LIMITATION OF LIABILITY:** In no event shall the City be liable for (i) any incidental, consequential, or indirect damages (including, but not limited to, damages for loss of business profits, business interruption, loss of programs or information, and the like) arising out of the use of the digital sign or inability to use the digital sign, even if the City has been advised of the possibility of such damages, or (ii) any claim attributable to errors, omissions, or other inaccuracies in the Advertisement. IN NO EVENT WILL THE CITY’S LIABILITY ARISING OUT OF OR IN CONNECTION WITH THESE TERMS OF SERVICE, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE, PRODUCT LIABILITY OR OTHER THEORY), WARRANTY OR OTHERWISE, EXCEED THE COST OF THE ADVERTISEMENT.

Signature: _____
Authorized Agent or Applicant

Date: _____

Print Name: _____

FOR CITY USE ONLY

Ad Start: _____ Ad End: _____ Ad Proof Approved: _____

Notes: _____
