

Raleigh
5200 Atlantic Ave
Raleigh, NC 27616
Phone: 919-755-1900
Fax:



CONTRACT # 5085053

Date: 6/13/2025
New/Renewal: RENEWAL
Account Executive: Donna Russell
Phone: 919-755-1900

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	292312-3
Name	CITY OF FAYETTEVILLE
Address	433 HAY ST
City/State/Zip	FAYETTEVILLE, NC 28301-5537
Contact	ANNE LAURIE
Email Address	annelaurie@fayettevillenc.gov
Phone #	(910) 433-1451
Fax #	
P.O./ Reference #	
Advertiser/Product	MARKETING & COMMUNICATIONS
Campaign	2025-2026 Digital Billboard Campaign

Space										
# of Panels: 29								Billing Cycle: Every 4 weeks		
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
9612 429-CUMBERLAND, 30637972 NC		945 PAMALEE DR. .1MI N/O BRAGG	Yes	Digital Bulletin	10' 6" x 36' 0"		07/14/25-08/10/25	1	\$175.00	\$175.00
9619 429-CUMBERLAND, 30820320 NC		2785 Owen Dr. .4 Miles N/O US 301 HWY	Yes	Digital Poster	12' 0" x 25' 0"		07/14/25-08/10/25	1	\$716.00	\$716.00
11326 429-CUMBERLAND, 30969924 NC		5517 Raeford Rd	Yes	Digital Bulletin	10' 6" x 36' 0"		07/14/25-08/10/25	1	\$175.00	\$175.00
3105 429-CUMBERLAND, 7406278 NC		LOCATED AT 2221 ROBESON STREET FAYETTEVILLE NC FACING SOUTH / LEFT HAND READ	Yes	Digital Bulletin	10' 0" x 30' 0"		08/11/25-09/07/25	1	\$175.00	\$175.00
6481 429-CUMBERLAND, 30830030 NC		738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"		08/11/25-09/07/25	1	\$716.00	\$716.00
9603 429-CUMBERLAND, 30599835 NC		1100 RAMSEY ST. ,.1MI N/O MLK	Yes	Digital Bulletin	10' 6" x 36' 0"		08/11/25-09/07/25	1	\$175.00	\$175.00
4588 429-CUMBERLAND, 30448413 NC		3813 RAEFORD RD .2 MILE S/O ALL AMERICAN	Yes	Digital Bulletin	10' 6" x 36' 0"		09/08/25-10/05/25	1	\$175.00	\$175.00
6480 429-CUMBERLAND, 30830029 NC		738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"		09/08/25-09/21/25	1	\$67.00	\$67.00
9625 429-CUMBERLAND, 30656823 NC		6309 BRAGG BLV.	Yes	Digital Poster	12' 0" x 25' 0"		09/08/25-10/05/25	1	\$716.00	\$716.00
9605 429-CUMBERLAND, 30599837 NC		YADKIN RD E/S 100 FT S/O SANTEE DR F/N	Yes	Digital Bulletin	10' 6" x 36' 0"		10/06/25-11/02/25	1	\$175.00	\$175.00
9610 429-CUMBERLAND, 30637970 NC		2785 OWEN DRIVE .4MI N/O US301	Yes	Digital Poster	12' 0" x 25' 0"		10/06/25-11/02/25	1	\$716.00	\$716.00
6481 429-CUMBERLAND, 30830030 NC		738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"		11/03/25-11/30/25	1	\$716.00	\$716.00
11325 429-CUMBERLAND, 30972856 NC		1939 Skibo Road	Yes	Digital Bulletin	10' 6" x 36' 0"		11/03/25-11/30/25	1	\$175.00	\$175.00
9619 429-CUMBERLAND, 30820320 NC		2785 Owen Dr. .4 Miles N/O US 301 HWY	Yes	Digital Poster	12' 0" x 25' 0"		12/01/25-12/28/25	1	\$716.00	\$716.00
11326 429-CUMBERLAND, 30969924 NC		5517 Raeford Rd	Yes	Digital Bulletin	10' 6" x 36' 0"		12/01/25-12/28/25	1	\$175.00	\$175.00
3105 429-CUMBERLAND, 7406278 NC		LOCATED AT 2221 ROBESON STREET FAYETTEVILLE NC FACING SOUTH / LEFT HAND READ	Yes	Digital Bulletin	10' 0" x 30' 0"		12/29/25-01/25/26	1	\$175.00	\$175.00
9625 429-CUMBERLAND, 30656823 NC		6309 BRAGG BLV.	Yes	Digital Poster	12' 0" x 25' 0"		12/29/25-01/25/26	1	\$716.00	\$716.00
5006 429-CUMBERLAND, 30497737 NC		2058 OWEN DRIVE, 1.5 MILES W/O US 301	Yes	Digital Bulletin	10' 6" x 36' 0"		01/26/26-02/22/26	1	\$175.00	\$175.00
6480 429-CUMBERLAND, 30830029 NC		738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"		01/26/26-02/22/26	1	\$716.00	\$716.00
4587 429-CUMBERLAND, 30448412 NC		ALL AMERICAN EXP .2 MILE N/O YADKIN RD.	Yes	Digital Bulletin	10' 6" x 36' 0"		02/23/26-03/22/26	1	\$175.00	\$175.00
9610 429-CUMBERLAND, 30637970 NC		2785 OWEN DRIVE .4MI N/O US301	Yes	Digital Poster	12' 0" x 25' 0"		02/23/26-03/22/26	1	\$716.00	\$716.00

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9608 429-CUMBERLAND, 30599840 NC	RAEFORD RD. NEAR 71ST SCHOOL	Yes	Digital Bulletin	10' 6" x 36' 0"	03/23/26-04/19/26	1	\$175.00	\$175.00
9625 429-CUMBERLAND, 30656823 NC	6309 BRAGG BLV.	Yes	Digital Poster	12' 0" x 25' 0"	03/23/26-04/19/26	1	\$716.00	\$716.00
4590 429-CUMBERLAND, 30448414 NC	3813 RAEFORD RD .2 MILE S/O ALL AMERICAN	Yes	Digital Bulletin	10' 6" x 36' 0"	04/20/26-05/17/26	1	\$175.00	\$175.00
6480 429-CUMBERLAND, 30830029 NC	738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"	04/20/26-05/17/26	1	\$716.00	\$716.00
9605 429-CUMBERLAND, 30599837 NC	YADKIN RD E/S 100 FT S/O SANTEE DR F/N	Yes	Digital Bulletin	10' 6" x 36' 0"	05/18/26-06/14/26	1	\$175.00	\$175.00
9619 429-CUMBERLAND, 30820320 NC	2785 Owen Dr. .4 Miles N/O US 301 HWY	Yes	Digital Poster	12' 0" x 25' 0"	05/18/26-06/14/26	1	\$716.00	\$716.00
6481 429-CUMBERLAND, 30830030 NC	738 REILLY RD. .1MI N/O CLIFFDALE	Yes	Digital Poster	12' 0" x 25' 0"	06/15/26-07/12/26	1	\$716.00	\$716.00
9617 429-CUMBERLAND, 30599843 NC	RAEFORD RD.NEAR 71ST SCHOOL	Yes	Digital Bulletin	10' 6" x 36' 0"	06/15/26-07/12/26	1	\$175.00	\$175.00
Total Space Costs:							\$12,000.00	

Special Considerations: **This contract is a partnership between TLC Properties I, LLC dba Lamar Advertising and the City of Fayetteville. TLC Properties will provide on a space available basis digital billboard display at \$175.00(below market rate) per 4 weeks per slot as outlined in our contract. The digital display on the poster digital billboards(6480; 6481; 9610, 9619 and 9625) is not space available, however, is at a reduced rate.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Chief of Staff (Officer/Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Customer:	CITY OF FAYETTEVILLE
Signature:	(signature above)
Name:	(print name above)
Date:	(date above)

THE LAMAR COMPANIES	This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.	
ACCOUNT EXECUTIVE: Donna Russell	GENERAL MANAGER	DATE

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.
2. Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.
3. Payment Terms: Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.

INITIALS

