

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 30637972	429-CUMBERLAND, 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 30820320	429-CUMBERLAND, 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 30969924	429-CUMBERLAND, NC	5517 Raeford Rd	Yes	Digital Bulletin	10' 6" x 36' 0"		07/14/25-08/10/25	1	\$175.00	\$175.00
3105 7406278	429-CUMBERLAND, 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 30830030	429-CUMBERLAND, 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 30599835	429-CUMBERLAND, 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 30448413	429-CUMBERLAND, 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 30830029	429-CUMBERLAND, 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 30656823	429-CUMBERLAND, NC	6309 BRAGG BLV.	Yes	Digital Poster	12' 0" x 25' 0"		09/08/25-10/05/25	1	\$716.00	\$716.00
9605 30599837	429-CUMBERLAND, 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 30637970	429-CUMBERLAND, 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 30830030	429-CUMBERLAND, 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 30972856	429-CUMBERLAND, NC	1939 Skibo Road	Yes	Digital Bulletin	10' 6" x 36' 0"		11/03/25-11/30/25	1	\$175.00	\$175.00
9619 30820320	429-CUMBERLAND, 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 30969924	429-CUMBERLAND, NC	5517 Raeford Rd	Yes	Digital Bulletin	10' 6" x 36' 0"		12/01/25-12/28/25	1	\$175.00	\$175.00
3105 7406278	429-CUMBERLAND, 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 30656823	429-CUMBERLAND, NC	6309 BRAGG BLV.	Yes	Digital Poster	12' 0" x 25' 0"		12/29/25-01/25/26	1	\$716.00	\$716.00
5006 30497737	429-CUMBERLAND, 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 30830029	429-CUMBERLAND, 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 30448412	429-CUMBERLAND, 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 30637970	429-CUMBERLAND, 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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Contract #	Address	Yes/No	Display Type	Size	Start/End	Weeks	Rate	Total
9608 30599840	429-CUMBERLAND, RAEFORD RD. NEAR 71ST SCHOOL NC	Yes	Digital Bulletin	10' 6" x 36' 0"	03/23/26-04/19/26	1	\$175.00	\$175.00
9625 30656823	429-CUMBERLAND, 6309 BRAGG BLV. NC	Yes	Digital Poster	12' 0" x 25' 0"	03/23/26-04/19/26	1	\$716.00	\$716.00
4590 30448414	429-CUMBERLAND, 3813 RAEFORD RD .2 MILE S/O ALL AMERICAN NC	Yes	Digital Bulletin	10' 6" x 36' 0"	04/20/26-05/17/26	1	\$175.00	\$175.00
6480 30830029	429-CUMBERLAND, 738 REILLY RD. .1MI N/O CLIFFDALE NC	Yes	Digital Poster	12' 0" x 25' 0"	04/20/26-05/17/26	1	\$716.00	\$716.00
9605 30599837	429-CUMBERLAND, YADKIN RD E/S 100 FT S/O SANTEE DR F/N NC	Yes	Digital Bulletin	10' 6" x 36' 0"	05/18/26-06/14/26	1	\$175.00	\$175.00
9619 30820320	429-CUMBERLAND, 2785 Owen Dr. .4 Miles N/O US 301 HWY NC	Yes	Digital Poster	12' 0" x 25' 0"	05/18/26-06/14/26	1	\$716.00	\$716.00
6481 30830030	429-CUMBERLAND, 738 REILLY RD. .1MI N/O CLIFFDALE NC	Yes	Digital Poster	12' 0" x 25' 0"	06/15/26-07/12/26	1	\$716.00	\$716.00
9617 30599843	429-CUMBERLAND, RAEFORD RD.NEAR 71ST SCHOOL NC	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 solidio 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 _____

