

RiverLux Resort Advertising
601 North K Street
Needles Ca. 92363
(951) 553-0599

RiverLux Resort Advertising (RLRA) agrees to provide digital advertising space on the RiverLux Resort Digital Billboard.

Sign to _____ (Client), located at _____ for agreement duration of:

- 16 Weeks
 28 Weeks
 Annual
 Other – As Noted in Special Instructions

The client understands that the minimum contract duration is eight (8) weeks. Client understands that if minimum contract duration is selected, the 5% discount of pre-payment for services does not apply.

Client has selected the following advertising package:

- Plan A: 3 Spot / Hour \$ _____ / Advertising Cycle
 Plan B: 6 Spot / Hour \$ _____ / Advertising Cycle
 Plan C: 12 Spot / Hour \$ _____ / Advertising Cycle
 Plan D: 18 Spot / Hour \$ _____ / Advertising Cycle
 Plan E: 24 Spot / Hour \$ _____ / Advertising Cycle

Client understands that each ad will be displayed for a period of seven (7) seconds before cycling and shall be scheduled according to the advertising plan selected. Client understands that the sign operates twenty-four (24) hours per day.

Client may display two (2) different ads within one (1) advertising cycle. Client must provide five (5) working days' notice to (RLRA) for any requested ad or schedule changes. If Client wishes to display more than two (2) different ads within the one (1) advertising cycle, Client understands that the cost to do so is \$45.00 per each additional ad.

Client understands that (RLRA) **DOES NOT** create digital ads. Client must provide the digital ad in the format required by (RLRA), as described in the Digital Ad Creation Guidelines provided by (RLRA). (RLRA) shall provide the required format at the time that the agreement is executed by both parties.

Client understands that if (RLRA) creates the digital ad(s), the Client shall be billed for such services at a minimum of \$125.00 per ad. Client understands that if (RLRA) must revise the ad due to incorrect formatting by the Client, the Client shall be billed for such services at a cost of \$170.00 per hour or fraction thereof.

Client understands that each advertising cycle is four (4) weeks in duration and shall be invoiced by (RLRA) in advance. At the end of the four (4) week advertising cycle unless, a proof of advertising; verifying the number of times the ads appeared each day will be electronically delivered to the Client, if requested by the Client, along with an invoice for the next advertising cycle, unless Client has pre-paid for the agreement duration. If Client has entered into a pre-paid agreement, Client will receive proof of advertising at the beginning of each calendar month for the previous month.

Payment is due every 1st of the month. If payment is not received within the required timeframe, a late fee of \$25.00, per invoice per month, shall be assessed. (RLRA) will e-mail you bills every 15th of the month to allow sufficient time to pay by the 1st of every month.

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Notification of Client’s intent to terminate this agreement must be received in writing by (RLRA) by no later than three (3) weeks prior to the expiration date of the agreement. If termination notification is not received within the required timeframe, (RLRA) may at their sole discretion, continue providing services until such notification is received. Client understands they will be billed for said services.

Client understands that there is an initial set-up fee of \$125.00, paid at the time the agreement is signed. The set-up fee is a non-reoccurring cost associated with inputting the Client into the sign scheduling database which includes establishing scheduling constraints (spots per hour / contract duration) and other miscellaneous initial tasks to be completed by the programmer.

Content of the advertisements are subject to conditions mandated by the City of Needles. All advertisements MUST conform to existing and future conditions. Ads shall have no blinking, flashing, or animating elements to their message. Ads shall not include advertisement for cigarettes or other tobacco products, alcoholic beverages, adult telephone messages, resemble a warning or danger signal, or simulate any light signal, display, advertisement, or sign used as a traffic control device or contain any sexually explicit material or depicting anatomical areas.

Ads shall be preempted due to public service / safety / emergency announcements issued by the City of Needles. Client understands that preempted ads will not be subject to refund or credit.

I have read the agreement, agree to the terms and conditions described and hereby authorize the advertising defined within this document.

Special Instructions:

(RLRA) Initial

Referred By (How did you hear about us?) Initial Client

Print Your Name/Company Date

Signature/Tite

RiverLux Resort Advertising Date

Signature/Title

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Method of Payment	
	Billed
	Pre-Billed

Price/Billing Cycle	
	Plan A
	Plan B
	Plan C
	Plan D
	Plan E

Discount Received *	
	None
	5%
	Other

TOTAL AMOUNT RECEIVED		
MONTH/YEAR	DUE DATE	PAYMENT AMOUNT
Set-Up Fee	Signing of Contract	\$125.00
**	Signing of Contract	
***	Signing of Contract	
TOTAL RECEIVED		
CHECK #		
CREDIT CARD		
ELECTRONIC DEPOSIT		

NOTES

* Client will receive a 5% discount if entire contract is prepaid for one year.

** 1st month will be prorated on a (28-day cycle)

*** Client must pay at a minimum the month they sign-up, set-up fee and the cost of the first advertising cycle at the time the contract is signed.

RIVERLUX RESORT ADVERTISING WILL E-MAIL BILLS EVERY 15TH OF THE MONTH TO ALLOW YOU SUFFICIENT TIME TO PAY BY THE 1ST OF EVERY MONTH

DIGITAL ADVERTISING RATES

Plan Options	Cost	Spots/Hour	Total Spots/Day	Total Spots/Advertising Cycle	Cost Per Spot
PLAN A	\$252.00	3	72	2,016	\$0.15
PLAN B	\$436.00	6	144	4,032	\$0.13
PLAN C	\$739.00	12	288	8,064	\$0.11
PLAN D	\$907.00	18	432	12,096	\$0.09
PLAN E	\$940.00	24	576	16,128	\$0.07

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Plan Type with Base Rate / 5% Discount for 1 Advertising Cycle

Plan Type	Base Rate	With 5% Discount
A	\$252.00	\$239.40
B	\$436.00	\$414.20
C	\$739.00	\$702.05
D	\$907.00	\$831.65
E	\$940.00	\$893.00

Contract Type- 16 Weeks (4 Advertising Cycles) / 5% Discount

Plan Type	Base Rate	With 5% Discount
A	\$1,008.00	\$957.60
B	\$1,744.00	\$1,656.80
C	\$2,956.00	\$2,808.20
D	\$3,628.00	\$3,446.60
E	\$3,760.00	\$3,572.00

Contract Type- 28 Weeks (7 Advertising Cycles) / 5% Discount

Plan Type	Base Rate	With 5% Discount
A	\$1,764.00	\$1,675.80
B	\$3,052.00	\$2,899.40
C	\$5,173.00	\$4,914.35
D	\$6,349.00	\$6,031.55
E	\$6,580.00	\$6,251.00

Contract Type- Annual (13 Advertising Cycles) / 5% Discount

Plan Type	Base Rate	With 5% Discount
A	\$3,267.00	\$3,112.20
B	\$5,668.00	\$5,384.60
C	\$9,607.00	\$9,126.65
D	\$11,791.00	\$11,201.45
E	\$12,220.00	\$11,609.00

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PERSONAL ADVERTISING

Including:

- Happy Birthday or Happy Anniversary
- Rites of Passage such as Holly Communion, Quinceanera, Bar/Bat Mitzvah
- Congratulations on Graduation / Birth of Child / Engagement or Wedding
- In Memoriam

Cost:

- \$125.00 for one (1) day (6:00 am until 6:00 am)
- \$25.00 for each additional day
- 3 spots per hour

Scheduling:

Must provide information a minimum of five (5) business days prior to the event. If a picture is to be included in a personal ad, the picture must be in digital format, i.e. cannot be a picture of a picture.