

STANDARD PUBLIC SERVICE ADVERTISING AGREEMENT

AUTHORIZATION. The Missouri Outdoor Advertising Association, a non-profit organization ("MOAA") is hereby authorized to place and exhibit advertising copy at those locations designated below for the above advertiser and advertiser's agency, if any (jointly and severally "Advertiser"), upon the terms of this agreement.

Market	Number of Displays	Copy <input type="checkbox"/> MOAA <input type="checkbox"/> Advertiser	Charges	
			\$ _____	Normal Retail Cost
<input type="checkbox"/> Statewide	<input type="checkbox"/> Bulletins _____	<input type="checkbox"/> Paint	-\$ _____	Space Donation Value
<input type="checkbox"/> Various Cities	<input type="checkbox"/> 30 Sheet Posters _____	<input type="checkbox"/> Vinyl	+\$ _____	PSA Installation Fees
_____	<input type="checkbox"/> 8 Sheet Posters _____	<input type="checkbox"/> Other	+\$ _____	Production Costs
_____	Total _____	_____	\$ _____	Amount Due
_____		_____		

TERM. The term of this agreement shall be _____ months, beginning on the day such display is completed ("the Effective Date"), and may be extended at MOAA's option.

PAYMENT. MOAA agrees to donate the charges indicated above. Advertiser agrees to pay MOAA the Amount Due above.

CONTRACT PROVISIONS. MOAA will provide service to Advertiser upon the terms stated on this page and the Additional Provisions on the reverse hereof. Advertiser has read and fully understands all such terms and provisions.

MISSOURI OUTDOOR ADVERTISING ASSOCIATION _____ Address _____ City, State, Zip _____ Person to Call _____ Telephone Number _____ _____ Signature _____ Printed Name / Title _____ Date _____	ADVERTISER _____ Legal Name of Advertiser _____ Trade or Campaign Name _____ Address _____ City, State, Zip _____ Person to Call _____ Telephone Number _____ _____ Signature _____ Printed Name / Title _____ Date _____
--	--

ADDITIONAL PROVISIONS

ACCEPTANCE OF AGREEMENT. This agreement shall be deemed enforceable only upon written acceptance by MOAA in the place provided. Following such acceptance it shall be binding upon and inure to the benefit of the parties hereto and to their respective heirs, successors, administrators and permitted assigns. This agreement shall be governed in all respects by the laws of the State of Missouri.

LATE PAYMENT. Advertiser shall pay Amount Due, upon execution of this agreement. Advertiser will pay interest at the maximum lawful rate or 1.5% per month, whichever is lesser, on all amounts not paid when due until paid in full. Advertiser agrees to pay such reasonable attorneys' fees and legal expenses as MOAA becomes obligated to pay for the collection of any amounts due from Advertiser.

PRE-EMPTABLE PRIVILEGE. This agreement is pre-emptable. The Advertiser shall not be compensated for loss of the advertising service resulting from removal of displays or other causes but may received from MOAA an equivalent amount of advertising service on other existing displays at the option of MOAA.

REPAINTING and CHANGE OF COPY. The copy will not be changed during the term of this agreement except by the mutual agreement of the parties hereto, which shall provide for the payment to MOAA of its charges therefor.

COPY APPROVAL. Advertiser shall furnish scaled artwork to MOAA as follows:

- A. Straight line copy - - 30 days prior to installation date.
- B. Pictorial copy - - 45 days prior to installation date.
- C. Computer-generated copy - - 60 days prior to installation date.

All cutouts, embellishments, pictorials and/or blended backgrounds will be charged for separately and quoted upon presentation of artwork. Special paintings or cut-outs in addition to those specified above will be made at MOAA's then current charges therefor which will be quoted upon request.

HOLD HARMLESS. Advertiser agrees to save MOAA harmless from any and all claims or demands on account of any allegation that the use of any name, visual presentation of any kind, or other material in any graphic or production authorized for display by this contract is illegal, unauthorized, or damaging in any way to any person or entity. MOAA reserves the right to refuse to display or withdraw from display any graphic, production or advertising copy which it deems inappropriate for any reason (including, without limitation, loss of lease or objection of MOAA's landlord or co-tenants). In the event a graphic, production or advertising copy is refused or withdrawn as inappropriate, MOAA may terminate this agreement immediately without further obligation and Advertiser shall only be obligated to pay MOAA display spaces charges for the period prior to cancellation.

UNAUTHORIZED REPRESENTATIONS. Neither party shall be bound by any agreement or representation, express or implied, not contained herein. Advertiser hereby acknowledges that no representations, agreements or promises whatsoever have been made to Advertiser other than those specifically stated herein. This agreement is the final and complete agreement between the parties hereto, and may not be modified, supplemented, explained or waived by parol evidence or course of dealing, or in any other way except by a modification or change reduced to writing and signed by authorized representatives of Advertiser and MOAA. Each person signing this agreement, on behalf of the respective party represented, declares and warrants that he/she has full authority to do so.

TERMINATION. MOAA may terminate this agreement immediately and with no obligation or recourse due to Advertiser in the event Advertiser or its employees, agent or anyone acting on behalf of Advertiser enters onto the property containing the display or in any manner climbs or otherwise comes into contact with the display for any reason.

RETURN OF VINYLs. MOAA is not responsible for Advertiser's vinyl displays after termination of the contract. If the Advertiser wishes to retain possession of the vinyl displays, Advertiser must contact the MOAA office at (417) 833-4500 at least 30 days prior to the expiration date of the display contract to make arrangements to pick up the vinyls from the company displaying them.