

OUTDOOR ADVERTISING EXCHANGE

www.OutdoorAdExchange.com

Site Leasing Training

MEDIA KIT

DISCLAIMER

Outdoor Advertising Information Manual

Some of the information contained in the manual includes relevant third party industry resources to help better familiarize participants with the outdoor advertising industry.

The website links referenced herein, on the World Wide Web or Internet, are not under our control, nor maintained by us. Such links do not necessarily constitute an endorsement of those sites. We undertake no obligation to monitor such sites, and you agree that we are not responsible for the content of such sites.

Copyrights, Trademarks and Service Marks of Third Parties

All materials herein, including, without limitation, images, text, graphics, illustrations, logos, patents, trademarks, service marks, copyrights, photographs, (the "Content") are or may be protected under United States and worldwide copyrights. If you edit, reproduce, republish, post, transmit, sell, transfer or otherwise distribute or exploit the Content for personal use, you must retain all copyright and other proprietary notices and credits contained therein.

Inaccuracies

Any inaccuracies are wholly unintentional. This content is accurate to the best knowledge of the author at the time of writing and compilation.

Indemnity

By using the Outdoor Advertising Information Manual and all affiliated Instruction and Training, you agree to indemnify and hold harmless, its, affiliates, directors, officers, consultants, and employees, from any and all claims and expenses, including attorney's fees, arising from your misuse of this Content or Training.

Disputes

Any disputes arising out of, or related to, the Instruction and Training Services shall be governed by, and construed and enforced in accordance with, the laws of the State of Florida.

OUTDOOR ADVERTISING EXCHANGE

“Site Leasing Training Course”

COURSE OUTLINE

PRE-TRAINING COURSE SESSION

- Remote Consultation (60 min. course preparation time)

DAILY TRAINING COURSE SESSION

- Two (2) Days (16 total hrs)

INDUSTRY AND MARKET ANALYSIS

- Market Analysis
- Market Demographics
- Market Competition

LICENSING & PERMITTING

- Outdoor Advertising License
- Local Ordinances (Off-premise signs)
- State Regulations (Dept. of Transportation)
- Sign Permit Application Process
- Building Permit Application Process

SITE LEASE ACQUISITION

- Site Lease Research (Planning & Zoning)
- Site Lease Proposal
- Site Lease Negotiation
- Site Lease Agreement (Sample)
- Site Lease Recording

STRUCTURE FABRICATION & INSTALLATION

- Billboard Structure Types
- Structure Drawings
- Choosing a Sign Fabricator & Installer
- Billboard Structure Equipment & Costs

POST-TRAINING COURSE SESSION

- Remote Consultation Follow up & Support

OUTDOOR ADVERTISING EXCHANGE

“Site Lease Training Course”

COURSE PRICING

Course ID#:

Price

SLT-1608

***\$1,995**

- Pre-Training - 60 min. prep session
- **2-Day Training Course** (16 total hours)
- Outdoor Advertising – Site Lease Information Manual
- Outdoor Advertising – Site Lease CD Tool Kit
- Field Visits – structure sites, planning & zoning departments, target property site assessment and sign fabricator or erector
- Post-Training ****Remote Sessions – Eight (8) *****unscheduled or pre-scheduled hours within 12 consecutive months following completion of On-location Site Lease Training

*Prices listed above are based on a **per participant** basis. Payment in full is due prior to the start of Daily Training Sessions. Course prices do not include any and all ordinary travel expenses relating to On-location Training, outside the geographic area of the State of Florida. Mutually agreed upon travel expenses, relating to On-location Training, must be received within five (5) business days prior to the start date of Training.

**Any and all individual Post-Training Session Remote Training Consultation (RTC), unscheduled or scheduled, by means of telephonic, facsimile, emails or instant message communication, will be logged as a minimum of thirty (30) minutes of Remote Training Consultation time

***Any and all unscheduled hours of Post-Training Session Remote Training Consultation, is subject to a Consultant's availability, at the time of request. We highly recommend pre-scheduling any critical Remote Training Consultation needs.