



1990 North California Blvd, Suite 830 Walnut Creek, CA 94596

Toll Free: 1-877-544-OUTDOOR (6883) Direct: 925-684-4952 Fax: 925-684-4953 www.NationalOutdoorMedia.com

ADVERTISING AGREEMENT

ADVERTISING AGREEMENT

The following Advertising Agreement confirms the provision of the following outdoor media/advertising:

CLIENT NAME: Mendocino County Behavioral Health and Recovery Services
 Billing Contact: Joy Beeler
 Address: 1120 S. Dora Street
 City: Ukiah
 State: CA
 Zip Code: 95482
 Phone: 707-472-2332
 E-Mail: beelerj@mendocinocounty.org
 Artwork Contact / Email: Joy Beeler / beelerj@mendocinocounty.org
 Campaign/Market: Mental Health / Drug and Alcohol
 Advertiser: Mendocino County Behavioral Health and Recovery Services

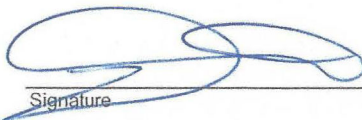
NOM REP: Robert Kimball

Space:	\$14,000.00
Production:	\$2,106.00
TOTAL NET:	\$16,106.00

MEDIA / PRODUCT	QTY	SIZE (HxW)	# of Periods	Period Type	Rate per Period	Start Date	End Date	Artwork Due Date	TOTAL Net Rate
Static Billboard on Hwy 101	1	12'x24'	2	4-Week	\$3,500	5/23/22	7/17/22	5/9/22	\$7,000.00
Static Billboard on Hwy 101	1	12'x24'	2	4-Week	\$3,500	5/23/22	7/17/22	5/9/22	\$7,000.00
Production, Shipping, Install	2								\$2,106.00

Location	Description	Facing
Hwy 101	10 ft N/O Plant Rd. W/S F/N	N
Hwy 101	630 ft N/O Plant Rd. W/S F/N	N

This advertising agreement confirms the purchase of the above outlined outdoor media advertising. The undersigned hereby acknowledges and agrees to this agreement, the following terms and conditions, and any addendum if applicable. National Outdoor Media must receive payment as outlined on the following page under "payment terms" as well as artwork on due date in order to provision media per the noted start date. Sign, date, and return to National Outdoor Media for processing. FAX - 925-684-4953


 Signature _____ Date 5/11/22


 National Outdoor Media Signature _____ Date 9-21-22

Jenine Miller, Director
 Printed Name _____ Title _____

Terms & Conditions- National Outdoor Media, LLC Advertising Agreement

National Outdoor Media, LLC - Term & Conditions

National Outdoor Media, LLC ("NOM") is hereby placing and executing advertising noted herein on behalf of the client ("Client") and advertiser ("Advertiser") named on the face of this agreement. The client ("Client"), if an advertising agency, represents that it has the authority to act and is acting as agent for stated advertiser. The Client accepts this agreement on behalf of Advertiser & hereby agrees it shall be governed by the following conditions:

Payment terms: Payment due in full at artwork submission due date

If payment is due prior to program commencement, production may be delayed until payment terms have been met. Client & Advertiser are jointly and severally liable for payment of sums due hereunder, however, NOM will not seek payment from Client, unless and until Client becomes insolvent or delinquent in its payments to NOM, at which time, without relieving Client of liability, NOM will then look to Advertiser. If Client fails to pay any invoice when due, in addition to amounts payable thereunder, NOM will be promptly reimbursed its collection costs, including reasonable attorneys fees, plus a monthly service charge at the rate of one and one half (1 1/2%) percent per month of the outstanding balance of the invoice, or if less, to the maximum extent permitted by law. Upon default, at the option of NOM, and unless balance is promptly paid, NOM may, at its option, delay production and/or discontinue without notice the advertising contracted for herein; provided, however, that such discontinuance shall not relieve the Client of the contract indebtedness,

Artwork: Unless otherwise stated in the Additional Instructions of page 1 of this agreement, Production of finished display materials will be from one creative layout per media size.

Authorization: Client authorizes NOM to obtain credit information to assist in determining whether to accept this contract. This contract shall be deemed enforceable only upon written acceptance by NOM in the place provided, Following such acceptance, this contract shall be binding upon and insure to the benefit of the parties hereto and to their respective heirs, successors, administrators and permitted assigns. Notwithstanding the terms of the "Payment Terms" paragraph, at the option of NOM exercised in writing, NOM may require payment in advance of some or all charges due from Client under this contract.

Indemnification: Each party hereby agrees to indemnify, defend and hold the other harmless from any loss, liability, costs or damages arising from actual or threatened claims or causes of action resulting from the gross negligence or intentional misconduct of such party or its respective offices, directors, employees, agents, contractors, members or participants (as applicable), provided that with respect to officers, directors, employees and agents, such individuals are acting within the scope of their employment or agency, as applicable.

Force Majeure: Neither party shall be liable for any delay nor failure to perform any duty or obligation it may have pursuant to this Agreement where such delay or failure has been occasioned by any act of God, fire, strike, inevitable accident, war or any cause outside the parties reasonable control. Performance times under this Agreement may be extended for a period of time equivalent to the time lost due to any such delay or failure which is excusable hereunder. In the event of termination or cancellation due to a force majeure event, financial obligations may still remain under the contract.

Venue: Any litigation arising out of this Agreement shall be filed in the appropriate Court of jurisdiction in Orange County, California

Additional Provisions: This Agreement, and all additional pages, constitutes the entire agreement between NOM and Client. NOM shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by NOM of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision. This contract shall be governed in all respects by the laws of the State of California, notwithstanding conflict of law provisions. Any images acquired in the execution of the media specified in this Agreement may be used by NOM for promotional purposes. All posting periods begin within five (5) days of scheduled start date, unless otherwise noted. Production is limited to one 1 creative per media unless stated otherwise.

Non-traditional street media / guerilla marketing campaigns are not a media that secures a permit by any local or federal governing body; these campaigns are designed to surprise and engage target audiences in an unexpected way. As a result, there are no permits and the strategy can be affected by various unforeseen factors, such as security & weather. These campaigns can potentially be moved from their preferred locations; alternate plans and locations are suggested as a backup. Client hereby acknowledges and accepts that NOM must take safety precautions with the use of, preparation, positioning, and loan out of said Equipment and Services, including precautions pertaining to weather conditions and/or natural conditions, as deemed appropriate. Payment terms and conditions as previously set forth still apply. Any time loss or delay will be managed by shifting hours or adding extra time if applicable and completing the campaign as outlined. Additional charges may apply.

PAYMENT REMITTANCE ADDRESS:

1990 North California Blvd. Suite 830
Walnut Creek, CA 94596

COMPANY NAME _____

PRINTED NAME _____

SIGNATURE _____

DATE _____

[Handwritten Signature]

5/11/22

Or Pay Online on our About Us page



**Sign and Fax back to 925-684-4953
or Scan and email to:**

contact@nationaloutdoormedia.com

IN WITNESS WHEREOF

DEPARTMENT FISCAL REVIEW:

By: See Page 3B
Jenine Miller, Psy.D., BHRS Director

Date: _____

Budgeted: Yes No

Budget Unit: 4051

Line Item: 86-2189

Org/Object Code:

Grant: Yes No

Grant No.:

COUNTY OF MENDOCINO

By: TW
TED WILLIAMS, Chair
BOARD OF SUPERVISORS

Date: 10/18/2022

ATTEST:

DARCIE ANTLE, Clerk of said Board

By: Antle
Deputy 10/18/2022

I hereby certify that according to the provisions of Government Code section 25103, delivery of this document has been made.

DARCIE ANTLE, Clerk of said Board

By: Antle
Deputy 10/18/2022

INSURANCE REVIEW:

By: Darcie Antle
Risk Management

Date: 09/26/2022

CONTRACTOR/COMPANY NAME

By: See Page 3B
SIGNATURE

Date: _____

NAME AND ADDRESS OF CONTRACTOR:

National Outdoor Media
1990 N. California Blvd. Suite 830
Walnut Creek, CA 95496
(925)684-4952
rsk@nationaloutdoormedia.com

By signing above, signatory warrants and represents that he/she executed this Agreement in his/her authorized capacity and that by his/her signature on this Agreement, he/she or the entity upon behalf of which he/she acted, executed this Agreement

COUNTY COUNSEL REVIEW:

APPROVED AS TO FORM:

CHRISTIAN M. CURTIS,
County Counsel

By: Charlotte Scott
Deputy

Date: 09/26/2022

EXECUTIVE OFFICE/FISCAL REVIEW:

By: Sara Per
Deputy CEO or Designee

Date: 09/26/2022

Signatory Authority: \$0-25,000 Department; \$25,001- 50,000 Purchasing Agent; **\$50,001+ Board of Supervisors**

Exception to Bid Process Required/Completed N/A

Mendocino County Business License: Valid

Exempt Pursuant to MCC Section: Located outside Mendocino County ___

IN WITNESS WHEREOF

DEPARTMENT FISCAL REVIEW:

By: [Signature]
Jenine Miller, Psy.D., BHRS Director

Date: 9/7/22

Budgeted: Yes No

Budget Unit: 4051

Line Item: 86-2189

Org/Object Code:

Grant: Yes No

Grant No.:

COUNTY OF MENDOCINO

By: _____
TED WILLIAMS, Chair
BOARD OF SUPERVISORS

Date: _____

ATTEST:
DARCIE ANTLE, Clerk of said Board

By: _____
Deputy

I hereby certify that according to the provisions of Government Code section 25103, delivery of this document has been made.

DARCIE ANTLE, Clerk of said Board

By: _____
Deputy

INSURANCE REVIEW:

By: _____
Risk Management

Date: _____

CONTRACTOR/COMPANY NAME

By: [Signature]
SIGNATURE

Date: 9-21-22

NAME AND ADDRESS OF CONTRACTOR:

National Outdoor Media
1990 N. California Blvd. Suite 830
Walnut Creek, CA 95496
(925)684-4952
rsk@nationaloutdoormedia.com

By signing above, signatory warrants and represents that he/she executed this Agreement in his/her authorized capacity and that by his/her signature on this Agreement, he/she or the entity upon behalf of which he/she acted, executed this Agreement

COUNTY COUNSEL REVIEW:

APPROVED AS TO FORM:

CHRISTIAN M. CURTIS,
County Counsel

By: _____
Deputy

Date: _____

EXECUTIVE OFFICE/FISCAL REVIEW:

By: _____
Deputy CEO or Designee

Date: _____

Signatory Authority: \$0-25,000 Department; \$25,001- 50,000 Purchasing Agent; **\$50,001+ Board of Supervisors**
Exception to Bid Process Required/Completed N/A
Mendocino County Business License: Valid
Exempt Pursuant to MCC Section: Located outside Mendocino County ___