

EX. A-8  
3/22/22  
outfront media

# OUTFRONT Media, LLC / [CITY/TOWNSHIP]

## Local Emergency Services LED Multi-Message Sign Protocol "A"

The following constitutes the emergency services protocol for use of OUTFRONT Media LLC's ("OUTFRONT") proposed LED multi-message sign located at [Property Address], Block [Blank], Lot [Blank], [CITY/TOWNSHIP], New Jersey (the "Sign"):

1. OUTFRONT shall make its Sign available to the [CITY/TOWNSHIP], local emergency services including to its police, fire and ambulance departments for use during emergency situations for "Emergency Messages" pursuant to this Protocol "A."

2. "Emergency Messages" may include, but shall not be limited to announcements on the Sign of AMBER alerts, evacuation notices, homeland security and/or similar highly emergent public safety messages. Routine traffic alerts or municipal notices shall not constitute emergency messages for the purposes of this Protocol and the Sign shall not be utilized for that purpose.

3. The protocol for Emergency Messages shall be invoked by the Chief of the [CITY/TOWNSHIP] Police Department or his or her designee as follows:

a. Initially by contacting OUTFRONT's Spokane, Washington 24 Hour Service Number at 509-892-4750 and [DigitalSupport@OUTFRONTMedia.com](mailto:DigitalSupport@OUTFRONTMedia.com)

b. If for any reason the Chief of Police or his designee cannot connect with any of the said Local Emergency Services Number immediately, then he or she shall contact OUTFRONT's local market contact, Jon Antal, General Manager, to assist in said emergency contact. During business hours at 973-439-8840 and after business hours at 727-409-3166.

c. In either instance, the Police Chief or his designee shall provide OUTFRONT with both an agreed upon Municipal Identification Number to verify the validity of said contact and the specific ID numbers of OUTFRONT Signs within the [CITY/TOWNSHIP] that will display the emergency information.

d. In either instance, the Police Chief or his designee shall provide OUTFRONT with the necessary emergency information based primarily on an informational form to be supplied by OUTFRONT or, in the alternative, a form supplied by the Police Department, with the reasonable prior approval of OUTFRONT.

e. The [CITY/TOWNSHIP'S] contact person for Local Municipal Services matters shall be the Police Chief or his designee, who can be reached at \_\_\_\_\_.

f. Any change in contact information between OUTFRONT and the [CITY/TOWNSHIP], as well as any changes in Corporate or Police Department name or structure shall, at a minimum, be verified and/or updated annually, during the first week of the calendar year.

g. Such updates as well as any other notices:

i. For OUTFRONT, shall be sent to OUTFRONT Media, LLC, 185 Route 46 West, Fairfield, NJ 07004, attn: \_\_\_\_\_.

ii. For the [CITY/TOWNSHIP], shall be sent to Police Chief, \_\_\_\_\_.

4. The parameters of such use for Emergency Messages shall include messaging that overrides advertising copy initially for one (1) hour and then repeats for at least eight (8) seconds every one (1) minute based on a sixty-four (64) second "minute" until the OUTFRONT has received notice from the Police Chief or his designee that the emergency has passed or, in the absence thereof, until in OUTFRONT's reasonable judgment the emergency has actually passed.

# **Outfront Media, LLC / [CITY/VILLAGE/TOWNSHIP]**

## **Local Municipal Use LED Multi-message Sign Protocol “B”**

The following constitutes the non-emergency services protocol for use of Outfront Media LLC’s proposed LED multi-message sign located at [Property Address], Block [Blank], Lot [Blank], [CITY/VILLAGE/TOWNSHIP], New Jersey (the “Sign”):

1. Outfront Media, LLC (“Outfront”) shall make its Sign available to the [CITY/VILLAGE/TOWNSHIP], local non- emergency, municipal use pursuant to this Protocol “B”.
2. “Non - Emergency Municipal Use Messages” shall include the advertisement of [CITY/VILLAGE/TOWNSHIP]- sponsored events, services or divisions on the Sign. It shall not include any political advertising of any nature. The [CITY/VILLAGE/TOWNSHIP’S] rights to such advertisement on the Sign shall not be sold, bartered or otherwise monetized in any way.
3. The protocol for Non- Emergency Municipal Use Messages shall be invoked by the [CITY/VILLAGE/TOWNSHIP] Administrator or his designee as follows:
  - a. By contacting Outfront’s Local Non- Emergency Municipal Use Number 973-575-6900– att.: \_\_\_\_\_; email \_\_\_\_\_@outfrontmedia.com at least two (2) weeks prior to the time during which the [CITY/VILLAGE/TOWNSHIP] wishes the advertising copy to run.
  - b. The [CITY/VILLAGE/TOWNSHIP] Administrator or his or her designee shall provide Outfront with an agreed upon Municipal Identification Number to verify the validity of said contact.
  - c. The [CITY/VILLAGE/TOWNSHIP] Administrator or his or her designee shall provide Outfront with the necessary advertising artwork in finished JPEG file form to be supplied by the [[CITY/VILLAGE/TOWNSHIP]/ Township] Administrator, with the reasonable approval of Outfront.
  - d. Thereafter, Outfront will work with the [CITY/VILLAGE/TOWNSHIP] Administrator or such other duly designated [CITY/VILLAGE/TOWNSHIP] personnel to provide mutually agreed upon copy for the Non- Emergency Municipal Use Message.
4. The time dedicated to the Village’s Non-Emergency Municipal Use Message on the Sign shall be not less than one advertising unit (an “advertising unit” herein equals eight (8) seconds) of every second advertising minute (an “advertising minute” is defined herein as being eight (8) consecutive advertising units at eight (8) seconds each for a total of sixty-four (64) seconds). This would amount to one municipal advertising spot out of every sixteen (16) consecutive advertising units.
5. The Village shall be provided with Non-Emergency Municipal Use Messages for not less than ninety (90) minutes of billboard use as described above within every twenty-four (24) hour period.