

Flexible. Engaging. Visually Stunning.

ASAP Energy Inc., 1501 N. Airport Road, Weatherford, OK 73096 Office: 580-772-6076, advertising@asapenergyinc.com

#### What is a Digital Billboard

A Digital Billboard is computer-controlled electronic display with technological capabilities that interact with its environment to enhance an advertisement. These innovations in outdoor displays respond instantly to temperature fluctuations for inclement weather, sudden or predicted light variations such as cloud cover or sunset, as well as other conditional elements.

#### **Features:**

- Ads rotate in a slide show fashion every 8 seconds
- Billboards are located on highways, major arteries and city streets
- Advertiser can change a message with no production cost. They are encouraged to have a "deck" of images to encourage engagement and increase conversion rates.





#### Why Choose ASAP Energy Inc.

Locations. Capabilities. Expertise.

#### **ASAP Energy Maximizes ROI**

- 10 prime billboard locations
- 20 billboard faces
- Interstate & local audiences
- Developing additional markets
- Marguee packaging for target locations
- Investing in latest display technologies increase brightness and impact while reducing light polution
- Dedicated Support: graphic designers, photographers, marketing experts included
- One slot partnered with non-profit notifications (encourages local viewership)

#### Why Choose a Digital Billboard

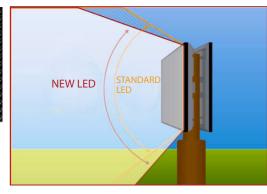
Flexibilty. Engagement. Visually Stunning Images.

#### Great reasons to go with the best

- Digital's changing media draws attention, it's dynamic lighting & colors attract and retain viewers
- Daktronic Billboards are rated among the top in the industry
- Free Artwork: no production cost like vinyl
- Content can be scheduled to change with no additional cost
- Updates are virtually at your account managers fingertips for lightening speed response times
- Sensors are environmentally responsive for continous calibration for optimal lighting for maximum visability
- Images /advertisements are enhanced with latest led technology for brightness, clarity, & contrast

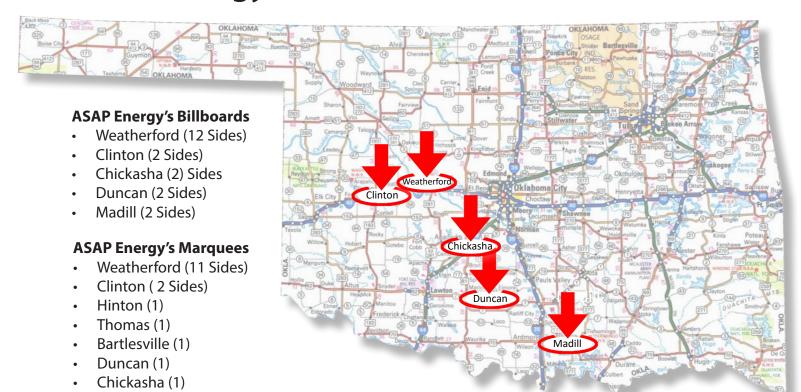


per square foot



Directs light where it's need most

### **ASAP Energy Inc. Outdoor Billboard Locations**



#### **Reach & Engage More Viewers**

#### **Exclusive 10 Spot Rotation**

Becoming a part of an exclusive 10 spot rotation maximizes reach and engagement. Add as many images /advertisements to a slot with conditional commands that instantly respond to an ever changing outdoor environment. Customize images for daytime or nighttime viewing. Dedicated graphic artists and marketing managers will be on-hand to offer their assistance as needed.



**Oklahoma Department of Transportation** annually updates its highway activity. Please <u>click here</u> and see the potential viewers in your target market area.



### DAILY VIEWING/PER FACE

1,080 (8 second) impressions per ad slot or 8,640 seconds view time

### WEEKLY VIEWING/PER FACE

7,560 (8 second) impressions per ad slot or 60,480 seconds view time

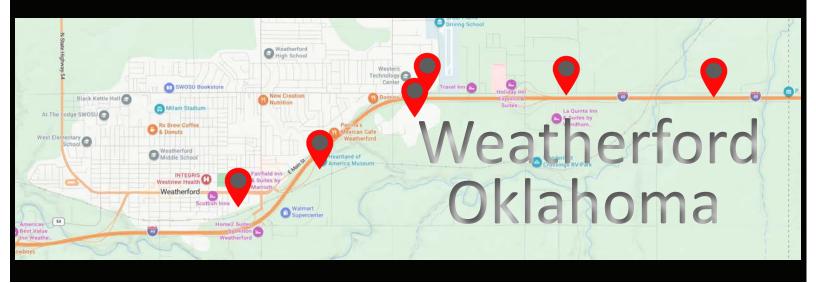
### YEARLY VIEWING/PER FACE

394,200 (8 second) impressions or 3,153,600 seconds view time



## 6 Billboard Locations (12 Viewing Sides)

- 6 Billboard Locations (12 Viewing Sides)
- Viewing: I-40, Route 66, City Streets
- Clear Visability- No Trees/Obstructions
- Digital Displays- Fully Illuminated



## 8 Marque Locations (11 Viewing Sides)

- Viewing: Main, Rt.66, C-Store Locations
- Digital Displays-Fully Illuminated
- Clear Visability, High Foot Traffic Areas





Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Old Lucille's East	Digital	East	10'6" x 36'	222,600 Weekly / 10 Ad Displays = 22,260	) Yes

**Location:** I-40 / Route 66, Mile Marker 88, North Side of Interstate

Market: West Bound I-40, Weatherford, Route 66

**Rate** with Annual Agreement: \$700.00 per month



Billboard: Old Lucille's East



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Old Lucille's West	Digital	West	10'6" x 36'	222,600 Weekly / 10 Ad Displays = 22,26	60 Yes

**Location:** I-40 / Route 66, Mile Marker 88, North Side of Interstate

Market: East Bound I-40, Weatherford, Route 66

**Rate** with Annual Agreement: \$700.00 per month



Billboard: Old Lucille's West

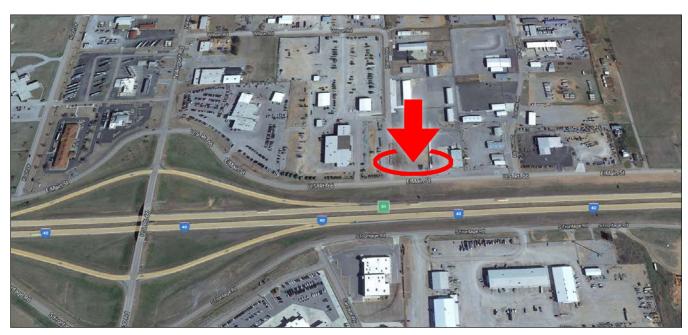


Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
ASAP Energ	y Digital	East	10'6" x 36'	222,600 Weekly / 10 Ad Displays = 22,260	0 Yes

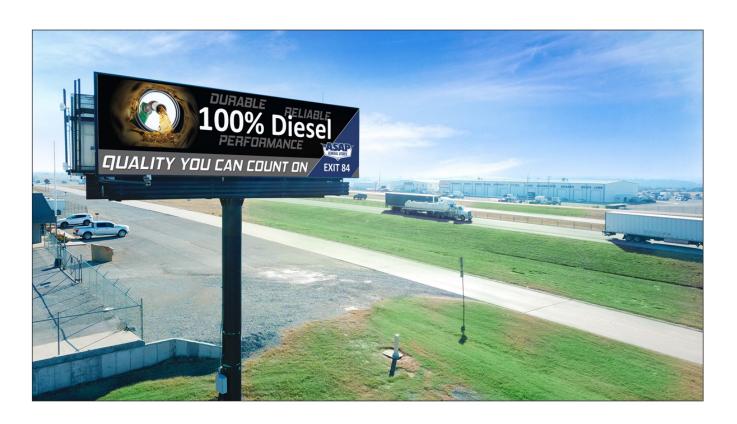
**Location:** I-40, Mile Marker 84, North Side of Interstate

Market: West Bound I-40, Route 66, Weatherford & SWOSU Traffic

Rate with Annual Agreement: \$700.00 per month



Billboard: ASAP Energy East



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
ASAP Energ West	y Digital	West	10'6" x 36'	222,600 Weekly / 10 Ad Displays = 22,26	50 Yes

**Location:** I-40, Mile Marker 84, North Side of Interstate

Market: East Bound I-40, Route 66, Weatherford & SWOSU Traffic

Rate with Annual Agreement: \$700.00 per month



Billboard: ASAP Energy West



Name: Media/Style Facing HxW Weekly Impressions Illumination

Stafford Museum Digital East  $9'7" \times 34'10"$  265,300 Weekly / 10 Ad Displays = 26,530 Yes

East

**Location:** .5Miles W. Mile Marker 84, I-40, North-Side

Market: West Bound I-40, Route 66, Weatherford & SWOSU Traffic

Rate with Annual Agreement: \$700.00 per month



Billboard: Stafford East



Name:Media/StyleFacingH x WWeekly ImpressionsIlluminationStafford Museum<br/>WestDigitalWest9'7" x 34' 10"265,300 Weekly / 10 Ad Displays = 26,530Yes

**Location:** .5Miles W. Mile Marker 84, I-40, North-Side

Market: West Bound I-40, Route 66, Weatherford & SWOSU Traffic

Rate with Annual Agreement: \$700.00 per month



Billboard: Stafford West



Name:Media/StyleFacingH x WWeekly ImpressionsIlluminationMiraclon Site<br/>EastDigitalEast9' 7" x 34' 10"246,400 Weekly / 10 Ad Displays = 24,640Yes

Location: I-40 / Route 66, .5 Mile from Marker 84, N. Side of Interstate

Market: West Bound I-40, Eagle Road Traffic

Rate with Annual Agreement: \$700.00 per month



Billboard: Miraclon East



Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Miraclon Site	Digital	9′7″ x	34′10″	246,400 Weekly / 10 Ad Displays = 24,640	Yes

**Location:** I-40 / Route 66, .5 Mile from Marker 84, N. Side of Interstate

**Market:** East Bound I-40, Eagle Road Traffic

**Rate** with Annual Agreement: \$700.00 per month



Billboard: Miraclon West



Name: Media/Style Facing HxW Weekly Impressions Illumination

Heartland Museum Digital East 9'7" x 34'10" 248,500 Weekly / 10 Ad Displays = 24,850 Yes East

**Location:** Mile Marker 82, I-40, South Side

Market: West Bound I-40, Rt 66, Frontage Road

Rate with Annual Agreement: \$700.00 per month



Billboard: Heartland East



Name: Media/Style Facing HxW Weekly Impressions Illumination

Heartland Museum Digital West 9'7" x 34'10" 248,500 Weekly / 10 Ad Displays = 24,850 Yes West

**Location:** Mile Marker 82, I-40, South Side

Market: East Bound I-40, Rt 66, Frontage Road

Rate with Annual Agreement: \$700.00 per month



Billboard: Heartland West



Name:	Media/Styl	e Fac	ing HxW	Weekly Impressions	Illumination
ASAP EADS S	t. Digital	East	10'6" x 35'5"	233,800 Weekly / 10 Ad Displays = 23,380	Yes

Location: Mile Marker 81, I-40, North Side

**Market:** East Bound I-40, I-40 On Ramp Traffic

**Rate** with Annual Agreement: \$700.00 per month

**Ad Dimensions:** 1,620 pixels wide x 480 pixels tall (540 x 160)



Billboard: ASAP EADS East



Name:Media/StyleFacingH x WWeekly ImpressionsIlluminationASAP EADS St.DigitalWest10'6" x 35'5"233,800 Weekly / 10 Ad Displays = 23,380YesWest

Location: Mile Marker 81, I-40, North Side

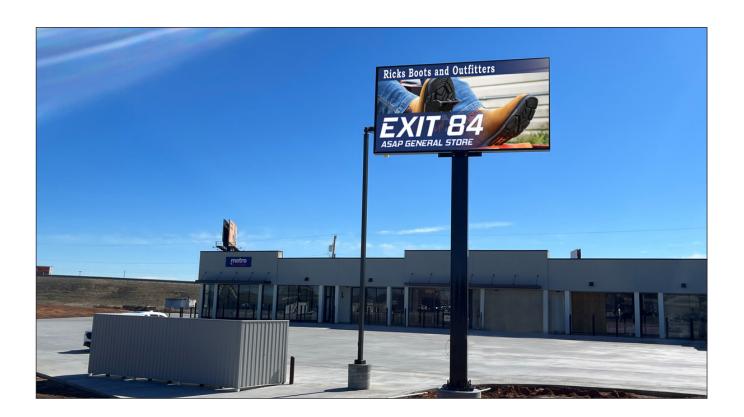
Market: West Bound I-40, Walmart Customers

Rate with Annual Agreement: \$700.00 per month

**Ad Dimensions:** 1,620 pixels wide x 480 pixels tall (540 x 160)



Billboard: ASAP EADS West



Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
1204 Building	Digital	North	6′6″x 12′3″	105,000 Weekly / 10 Ad Displays = 10,5	00 Yes

**Location:** SE Corner Intersection of Main & Washington

with Access to Interstate 40

Market: Main Street, Washington Ave, I-40 Access

Rate with Annual Agreement: \$400.00 per month

**Ad Dimenions:** 1080 pixels wide x 540 pixels tall (360 x 180)



Marquee: Kings North



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
ASAP	Digital	South	60" x 120"	ASAP General Store Customers	Yes

**Location:** 201 E Main Street, Weatherford, OK 73096

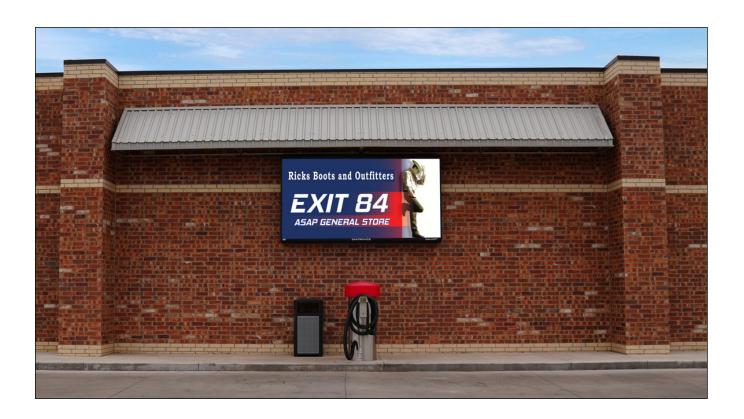
Market: Main Street

**Rate** with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 240 pixels wide x 120 pixels tall



Marquee: Kings South



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
ASAP 102	Digital	South	4′ 10″ x 9′8″	90,300 Weekly / 10 Ad Displays = 9,030	Yes

**Location:** 201 E Main Street, Weatherford, OK 73096

Market: Main Street

**Rate** with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 864 pixels wide x 432 pixels tall (288 x144)



Marquee: ASAP 102



Name:	Media/Style Facing	HxW	<b>Weekly Impressions</b>	Illumination
ASAP	Digital	East	ASAP General Store Customers	Yes

**Location:** 1110 E. Main Street, Weatherford, OK 73096

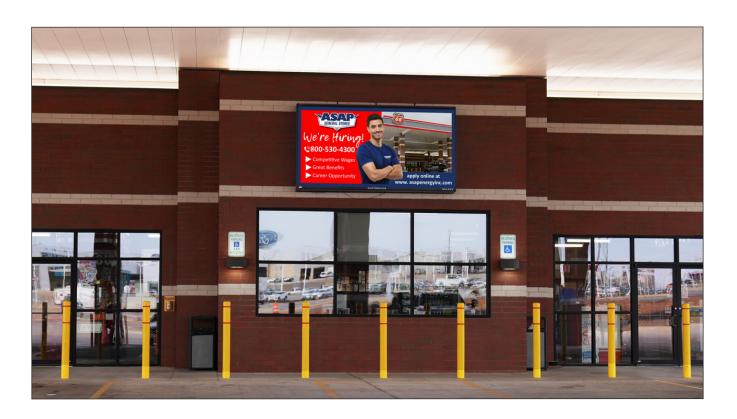
**Market:** Main Street

**Rate** with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 240 pixels wide x 120 pixels tall



Marquee: ASAP 103



Name:	Media/Style	Facing	g HxW	<b>Weekly Impressions</b>	Illumination
ASAP 104	Digital	East	4′10″ x 9′8″	ASAP General Store Customers	Yes

**Location:** 801 S. Airport Road, Weatherford, OK 73096

Market: Airport Road, Route 66, I-40

**Rate** with Annual Agreement: \$200.00 per month



Marquee: ASAP 104



Name:	Media/Styl	le Facing	HxW	Weekly Impressions	Illumination
ASAP 101 Entrance	Digital	North/South	4′2″x 7′10″	*31,500 Weekly / 10 Ad Displays= 3,150	Yes

**Location:** 1401 N. Airport Road, Weatherford, OK 73096

Market: Airport Road, Route 66, I-40

Rate with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 450 pixels wide x 240 pixels tall (150 x 80)



\*Local Activity (excludes hwy traffic)

Marquee: ASAP 101



Name:	Media/Sty	le Facing	HxW	Weekly Impressions	Illumination
ASAP 101 Monument		North/South	4′ 2″ x 7′10″	*31,500 Weekly / 10 Ad Displays= 3,150	Yes

**Location:** 1401 N. Airport Road, Weatherford, OK 73096

Market: Airport Road, Route 66, I-40

Rate with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 450 pixels wide x 240 pixels tall (150 x 80)



\*Local Activity (excludes hwy traffic)

Marquee: ASAP 101 Monument



Name:	Media/Sty	le Facing	HxW	Weekly Impressions	Illumination
ASAP Corporate	Digital	North/South	4′ 2″ x 7′10″	*31,500 Weekly / 10 Ad Displays= 3,150	Yes

**Location:** 1401 N. Airport Road, Weatherford, OK 73096

Market: Airport Road, Route 66, I-40

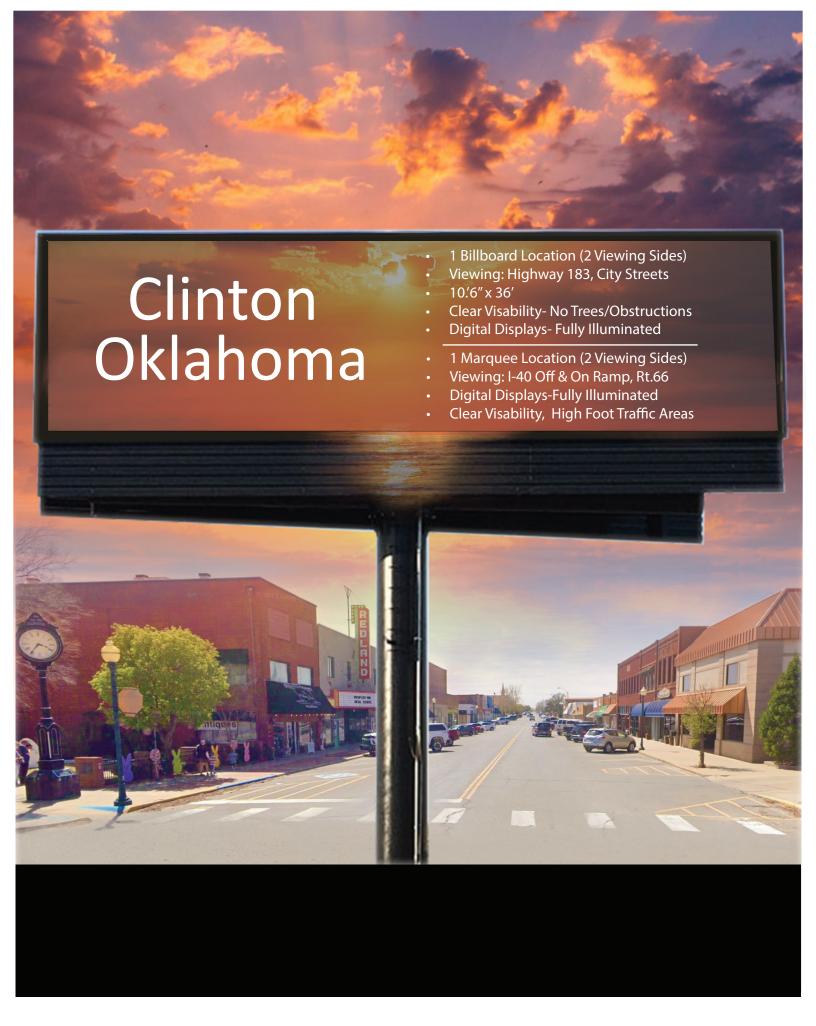
Rate with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 450 pixels wide x 240 pixels tall (150 x 80)



\*Local Activity (excludes hwy traffic)

Marquee: ASAP Corporate



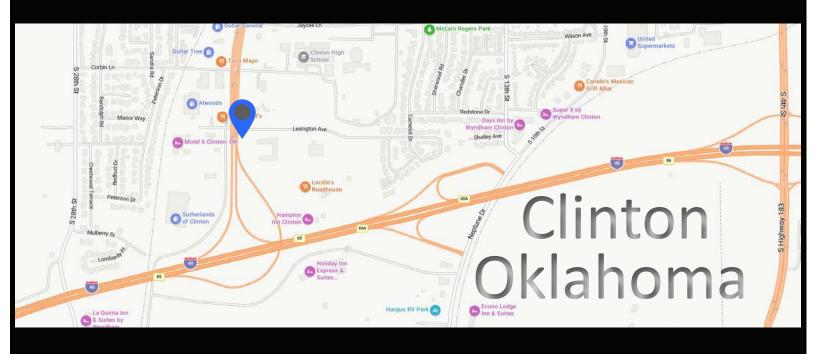
# 1 Billboard Location (2 Viewing Sides)

- Viewing: Highway 183, City Streets
- 10.'6" x 36'
- Clear Visability- No Trees/Obstructions
- Digital Displays- Fully Illuminated



## 1 Marque Location (1 Viewing Sides)

- 1 Marquee Location (2 Viewing Sides)
- Viewing: I-40 Off & On Ramp, Rt.66
- Digital Displays-Fully Illuminated
- Clear Visability, High Foot Traffic Areas





Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Clinton North	Digital	North	10'6" x 36'	34,300 Weekly / 10 Ad Displays= 3	430 Yes

Location: Highway 183, East Side

Market: South Bound Highway 183 Traffic

**Rate** with Annual Agreement: \$500.00 per month



Billboard: Clinton North



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Clinton South	Digital	South	10'6" x 36'	34,300 Weekly / 10 Ad Displays= 3,430	Yes

Location: Highway 183, East Side

Market: North Bound Highway 183 Traffic

**Rate** with Annual Agreement: \$500.00 per month



Billboard: Clinton South



Name:	Media/Style	e Facin	g HxW	Weekly Impressions	Illumination
Lexington St.		South	6′6″x 12′3″	55,300 weekly / 10 Ad Displays = 5,530	Yes

Location: W Gary Blvd, East Side

Market: I-40 On/Off Ramp, Motel & Dining Traffic

Rate with Annual Agreement: \$400.00 per month

Ad Dimensions: 1,080 pixels wide x 540 pixels tall (360 x 180)



Marquee: Lucille's South



Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Lexington St. North Marque	Digital	North	6′6″x 12′3″	55,300 weekly / 10 Ad Displays = 5,530	Yes

Location: W Gary Blvd, East Side

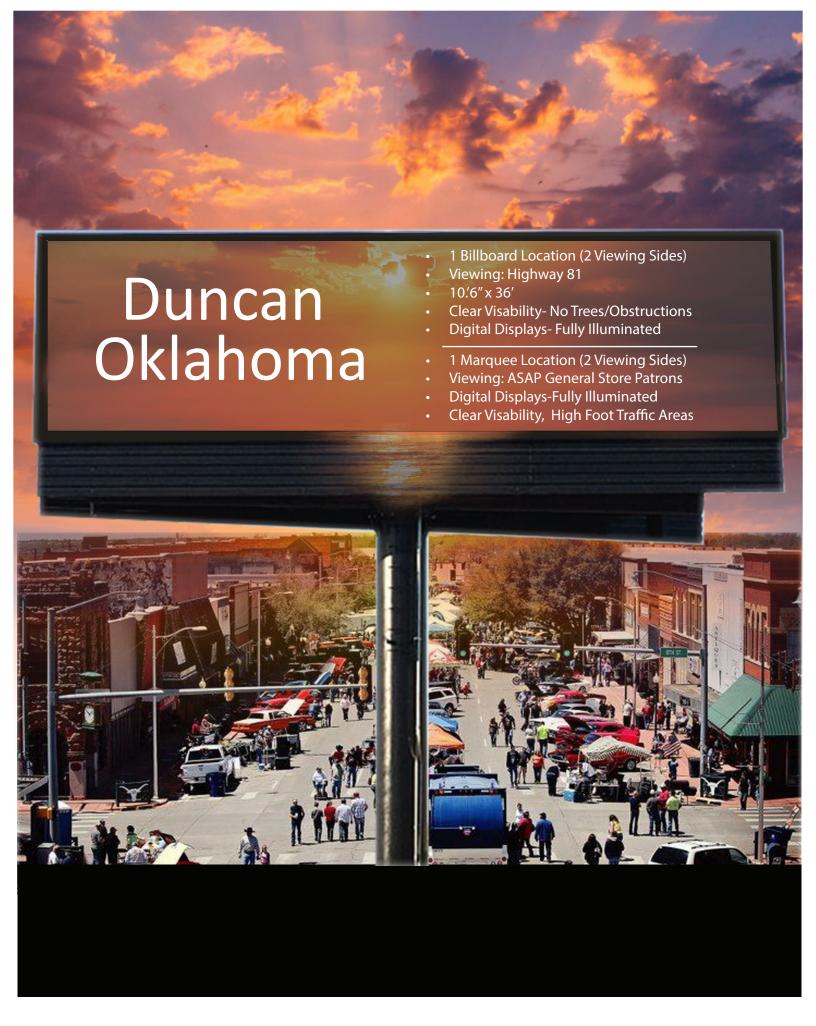
Market: I-40 On/Off Ramp, Motel & Dining Traffic

Rate with Annual Agreement: \$400.00 per month

Ad Dimensions: 1,080 pixels wide x 540 pixels tall (360 x 180)



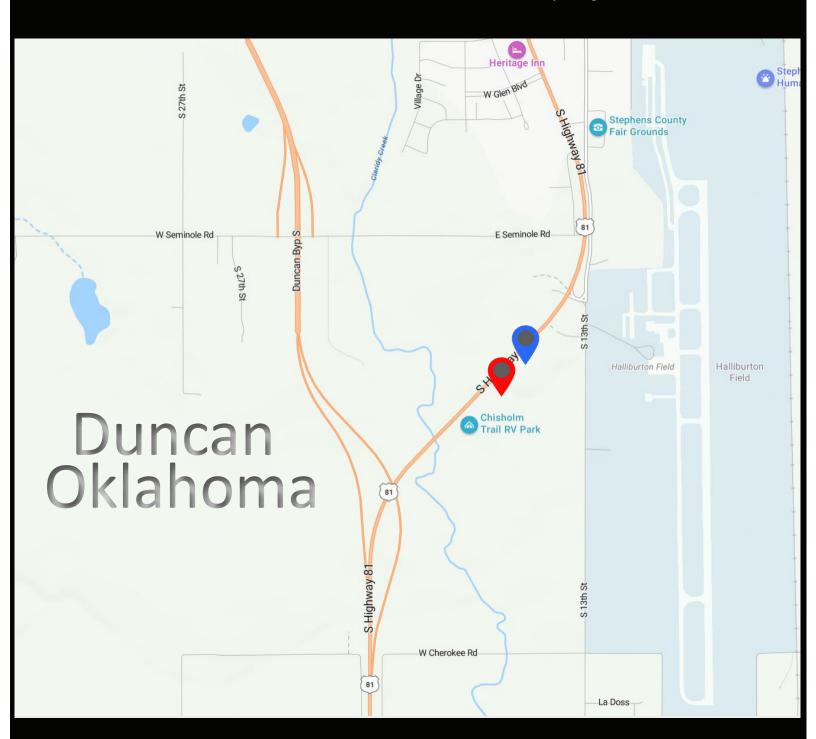
Marquee: Lucille's North



## 1 Billboard Location (2 Viewing Sides)

### 1 Marque Location (1 Viewing Side)

- 1 Billboard Location (2 Viewing Sides)
- Viewing: Highway 81
- 10.'6" x 36'
- Clear Visability- No Trees/Obstructions
- Digital Displays- Fully Illuminated
- 1 Marquee Location (1 Viewing Side)
- Viewing: ASAP General Store Patrons
- Digital Displays-Fully Illuminated
- Clear Visability, High Foot Traffic Areas





Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Duncan South	Digital	South	10'6" x 36'	36,400 Weekly / 10 Ad Displays 3,640	Yes

Location: Highway 81, East Side

Market: North Bound Highway 81 Traffic

**Rate** with Annual Agreement: \$500.00 per month



Billboard: Duncan South



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Duncan North	Digital	North	10'6" x 36'	36,400 Weekly / 10 Ad Displays 3,640	Yes

Location: Highway 81, East Side

**Market:** South Bound Highway 81 Traffic

**Rate** with Annual Agreement: \$500.00 per month



Billboard: Duncan North



Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Duncan Marquees	Digital	West	42" x 120"	ASAP General Store Customers	Yes

Location: Highway 81, East Side

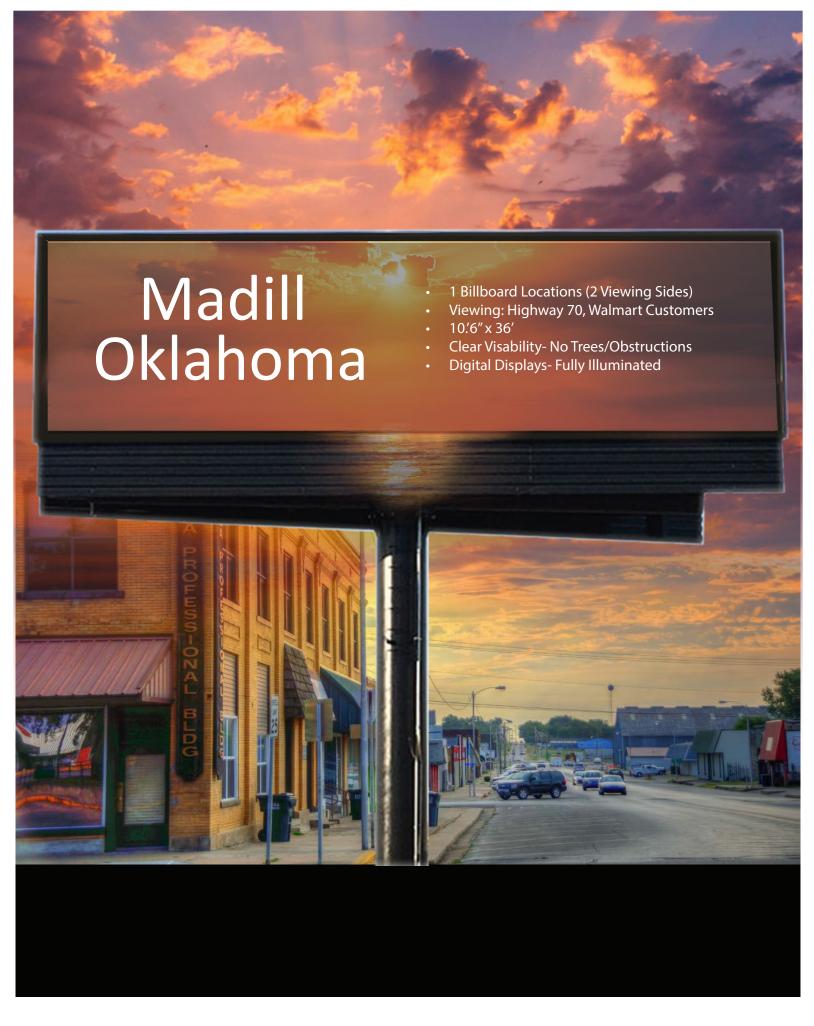
Market: North Bound Highway 81 Traffic

Rate with Annual Agreement: 200.00 per month

**Ad Dimensions:** 240 pixels wide x 120 pixels tall



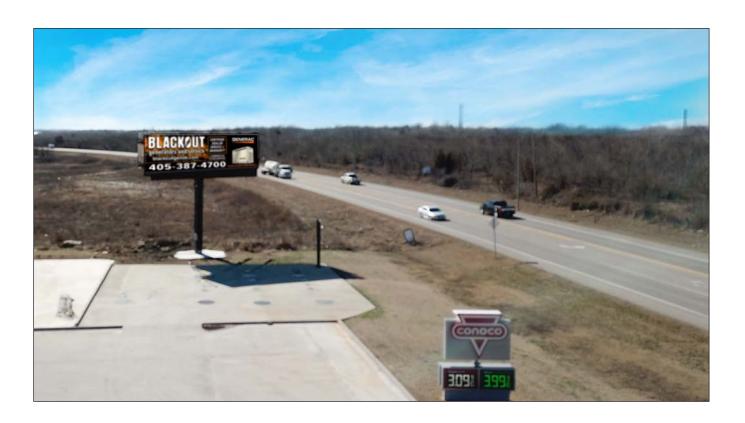
Marquee: Duncan West



# 1 Billboard Location (2 Viewing Sides)

- 1 Billboard Locations (2 Viewing Sides)
- Viewing: Highway 70, Walmart Customers
- 10′6″ x 36′
- Clear Visability- No Trees/Obstructions
- Digital Displays- Fully Illuminated





Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Madill South	Digital	South	10'6" x 36'	60,900 Weekly / 10 Ad Displays= 6,090	) Yes

Location: Highway 70, East Side

**Market:** Highway 70, North Bound Traffic, Walmart Patrons

**Rate** with Annual Agreement: \$500.00 per month



Billboard:Madill South



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Madill North	Digital	North	10'6" x 36'	60,900 Weekly / 10 Ad Displays= 6,090	) Yes

Location: Highway 70, East Side

**Market:** Highway 70, South Bound Traffic, Walmart Customers

Rate with Annual Agreement: \$500.00 per month



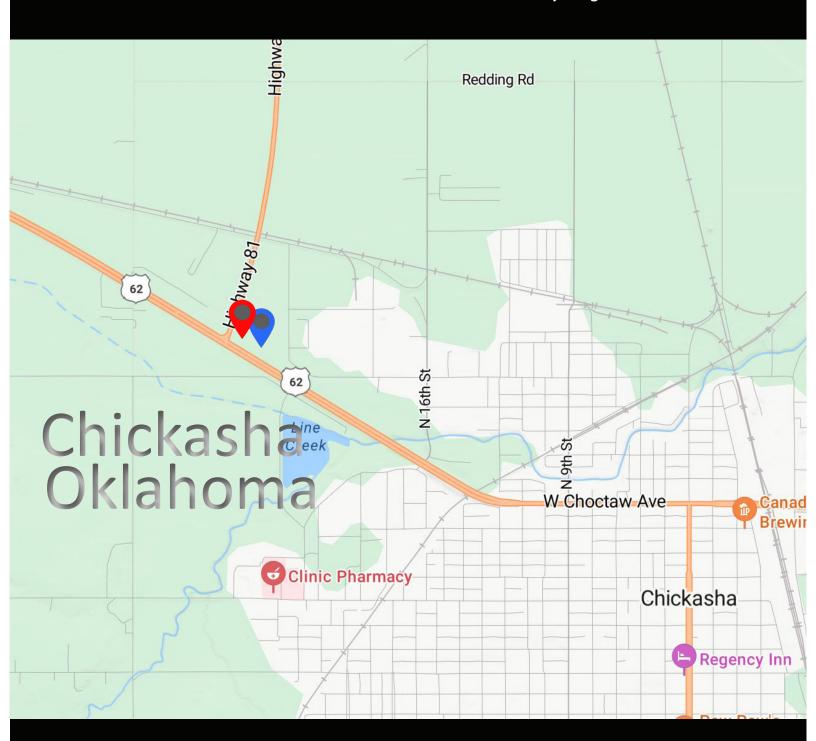
Billboard:Madill North



# 1 Billboard Location (2 Viewing Sides)

# 1 Marque Location (1 Viewing Side)

- 1 Billboard Location (2 Viewing Sides)
- Viewing: Highway 62 and Highway 81
- 10.'6" x 36'
- Clear Visability- No Trees/Obstructions
- Digital Displays- Fully Illuminated
- 1 Marquee Location (1 Viewing Side)
- Viewing: ASAP General Store Patrons
- Digital Displays-Fully Illuminated
- Clear Visability, High Foot Traffic Areas





Name:	Media/Style	Facing	HxW	<b>Weekly Impressions</b>	Illumination
Chickasha West	Digital	West	10'6" x 36'	42,000 Weekly / 10 Ad Displays= 4,200	) Yes

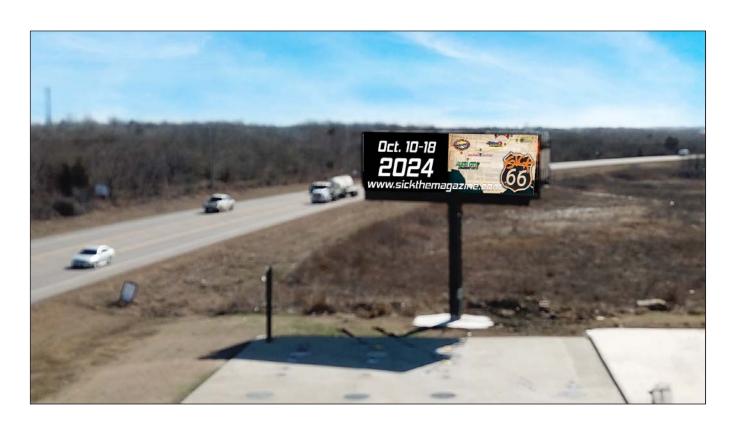
Location: Highway 81 & Highway 62, West Side

Market: Highway 81 & Highway 62

**Rate** with Annual Agreement: \$500.00 per month



Billboard:Chickasha West



Name:	Media/Style	Facing	HxW	Weekly Impressions	Illumination
Chickasha East	Digital	East	10'6" x 36'	42,000 Weekly / 10 Ad Displays= 4,200	) Yes

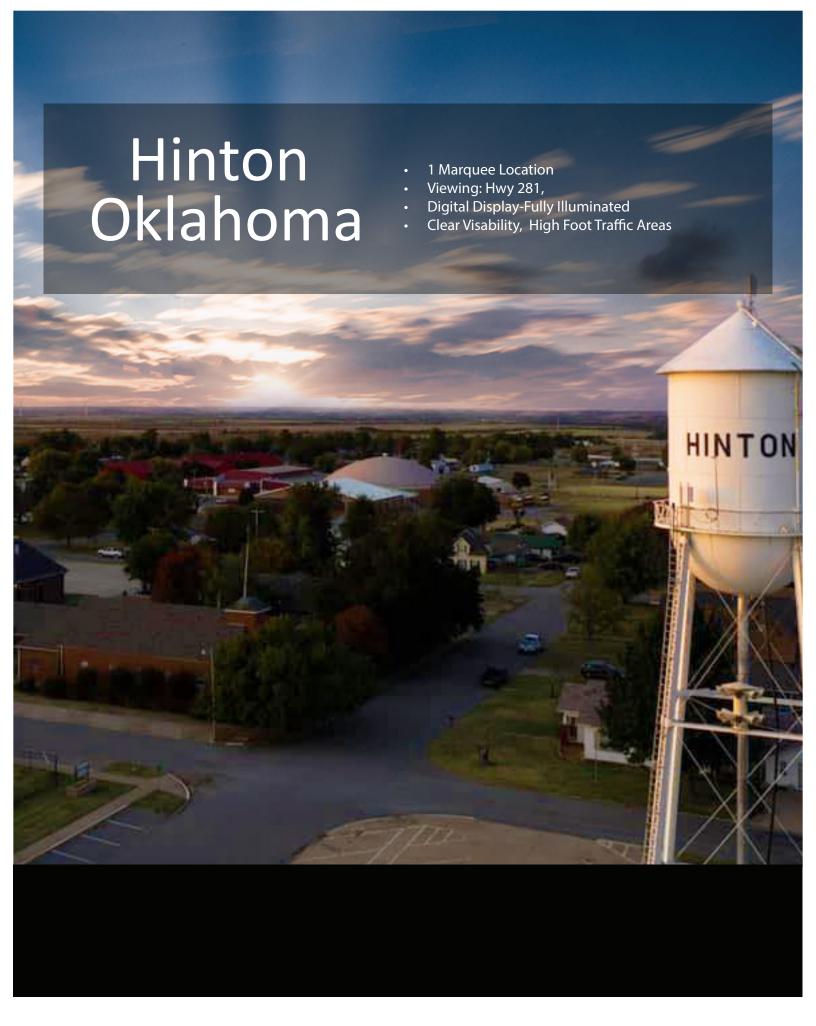
**Location:** Highway 62, East Side

**Market:** Highway 62

Rate with Annual Agreement: \$500.00 per month



Billboard:Chickasha East





Name:	Media/Style	Facing	J H x W	<b>Weekly Impressions</b>	Illumination
ASAP 102	Digital	South	4′10″ x 9′8″	90,300 Weekly / 10 Ad Displays = 9,030	Yes

**Location:** 201 E Main Street, Weatherford, OK 73096

Market: Main Street

**Rate** with Annual Agreement: \$200.00 per month

**Ad Dimenions:** 864 pixels wide x 432 pixels tall (288 x144)



Marquee: ASAP 102



### 

Month(s)

Monthly or Lump Sum

The contract is non-cancelable. Should the Lessor decide to cancel this contract, said Lessor will be held responsible for half of the remaining contract.

Payment Amount:\_\_\_\_\_

Term of lease starts at midnight on \_\_\_\_\_ and ends at midnight \_\_\_\_\_

•ASAP Energy Inc. reserves the right to approve or deny any billboard design.

Billing Month/Day:

- •ASAP Energy Inc. retains the full right to use and lease the remaining portions to each display rotation at ASAP Energy Inc.'s discretion.
- •One (8) second slide every (80) seconds per display face contracted.
- •Maximum of Five (5) slides in rotation per display face.

Term of Lease:

Total Payment for Lease Term

Paid over \_\_\_\_\_

- •Advertiser agrees to give seven business days' notice for billboard design change.
- •ASAP Energy Inc. will not be held responsible for any expired ads that run due to new material not being provided by the Lessor.

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### Digital Display(s)

Name:	Location:	Size:	Start Date:	End Date:	Rate:

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### The Terms on all Pages are part of this contract.

Advertiser authorizes and instructs ASAP Energy maintain for the terms set forth above, digital dis	lnc. to display in a good and workmanlike manner, and to splay(s)
In consideration thereof, Advertiser agrees to paper payment method for a monthly withdrawal upon	
	ertiser hereby warrants to ASAP Energy Inc. that he/she is ertiser and is authorized to execute this contract on
Ву:	
Account Executive	Customer/ Advertiser Signature
	Print Name/ Title
	Date
*****This contract is NOT BINDING UNTIL ACCER	PTED by an ASAP Energy Inc. Manager****
Date	
	GM of Marketing ASAP Fnergy Inc

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#### **AUTHORIZATION AGREEMENT FOR PRE-ARRANGED PAYMENTS**

I (we) hereby authorize ASAP Energy, Inc. hereafter called COMPANY, to initiate debit or credit entries to my (our) checking account indicated below and the bank named below, hereinafter called BANK, to debit or credit the same to such account.

FINANCIAL	BK TRANSIT/
Institution	ABA NO
BRANCH	ACCT. NO
ADDRESS	Type of Account: Checking:
CITY	
STATEZIP	
either of us) to the COMPANY. A custo BANK prior to charging account. If an ecount, customer shall have the right to within fifteen calendar days following to a written notice pertaining to such ent such entry, stating that such entry was account.  Customer understands that their account.	thirty day's prior written notification of its termination from me (or mer has the right to stop payment of a debit entry by notification to erroneous debit entry is initiated by COMPANY to a customer's achave the amount of such entry credited to such account by BANK, if, the date on which BANK sent to customer a statement of account or rry, the customer shall have sent to BANK a written notice identifying in error and requesting BANK to credit the amount thereof to such unt will be automatically debited on the 10th of every month (unless soliday); in such case funds will be debited on the next business day.
The customer will be notified by fax, to is processed with the amount to be tra	elephone or mail on the day before the Electronic Funds Transfer (EFT) insferred.
There will be an additional charge of \$	100.00 for any and all dishonored entries performed by your bank.
DATE	PRINT NAME
FEI or SS #	
TELEPHONE #	ADDRESS
TITLE	SIGNATURE
TRANSMISSION METHOD: EMAIL ADD	RESS
Please attach a voided check to this for ASAP Energy Inc PO Box 685 Weatherford, Ok 73096	rm and mail, fax or email back to:
marketing@asapenergyinc.com	Effective Date