

EXHIBIT B – KEY TERMS

	STATIC BILLBOARD (Existing)	DIGITAL BILLBOARD (Proposed)
TERM	Until cancelled.	30-years fixed with no options.
PAYMENT OF LOST REVENUE IF TERMINATED	Not waived by license holder. Metro could be liable if sought by license holder.	None unless terminated prior to expiration of term.
GUARANTEED REVENUE	\$38,278 per year with fair market value adjustments every three years.	\$108,000 per year with escalation of \$15,000 every five years of the term, for a grand total of \$4,365,000 over the 30 years.
REVENUE SHARE	None.	25% of gross advertising sales minus Guaranteed Revenue for first 10 years; 30% gross of advertising sales minus Guaranteed Revenue for last 20 years of term.