








## STATIC TO DIGITAL EXCHANGE RATIOS



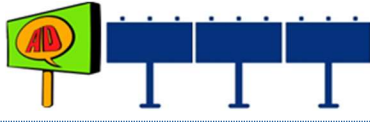

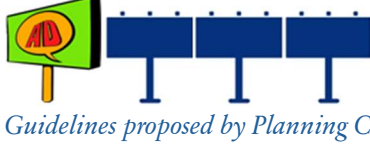
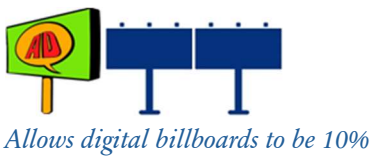
<p><b>13.8-to-1</b> ST. PETERSBURG, FL</p>	 <p><i>All 83 static billboard faces (41 structures) to be removed before first digital installation.</i></p>
<p><b>10-to-1</b> TAMPA, FL</p>	
<p><b>9-to-1 / 2:1</b> LOS ANGELES, CA</p>	 <p><i>Committed to removing 120+ static to install 71 new digital.</i></p>
<p><b>9-to-1</b> STOCKTON, CA</p>	
<p><b>7.8-to-1*</b> TACOMA, WA</p>	 <p><i>*Proposed: 5.4-to-1 (first 10 billboards); 5-to-1 (next 7); 7.8-to-1 (last 21). Agreement requires surrender of relocation certificates.</i></p>
<p><b>7-to-1</b> KANSAS CITY, MO</p>	
<p><b>6-to-1</b> GULFPORT, MS</p>	

# Scenic UTAH

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<p><b>6-to-1</b> SAN JOSE, CA</p>		<p><i>An increase from previous 4-to-1.</i></p>
<p><b>6-to-1</b> FONTANA, CA</p>		<p><i>3-to1 if static billboard is double sided.</i></p>
<p><b>5-to-1</b> CONROE, TX</p>		<p><i>Historical ordinance; digital is now prohibited.</i></p>
<p><b>4-to-1</b> SAN ANTONIO, TX</p>		<p><i>Capped number of new digital billboards at 24.</i></p>
<p><b>4-to-1</b> VALLEJO, CA</p>		<p><i>Maximum of two sign faces per digital structure.</i></p>
<p><b>4-to-1</b> ORLANDO, FL</p>		
<p><b>3.2-to-1</b> MILLCREEK, UT</p>		<p><i>Agreement between City and billboard owner; not an ordinance.</i></p>

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<p><b>3-to-1</b> SOUTH KANSAS CITY, KS</p>	
<p><b>3-to-1</b> SAN DIEGO, CA</p>	
<p><b>3-to-1</b> POMONA, CA</p>	
<p><b>3-to-1</b> VICTORVILLE, CA</p>	
<p><b>2-to-1; 3-to-1</b> NEW ORLEANS, LA</p>	 <p><i>Guidelines proposed by Planning Commission; also mentions cap on total number of billboards allowed.</i></p>
<p><b>2-to-1</b> LEE'S SUMMIT, MO</p>	 <p><i>Allows digital billboards to be 10% larger than static billboards.</i></p>

**SQUARE FOOTAGE EXCHANGE RATIOS: STATIC TO DIGITAL CONVERSIONS**

<p><b>1-TO-1*</b> <b>2-TO-1**</b> <b>3-TO-1***</b> CLAY COUNTY, FL</p>	<p>* For tri-vision signs; square footage of one face only ** For owners with &lt;15 billboards *** For owners with ≥15 billboards</p>
<p><b>2.5-to-1</b> BENTONVILLE, AR</p>	<p>Originally 4-to-1 face exchange. Changed in 2016 to square footage exchange to account for different sized signs</p>
<p><b>2-to-1</b> LOS ANGELES, CA</p>	<p>110,000 sf -to- 55,000 sf</p>