

# A bright idea.

## Digital billboards

### Did you know?

Entergy is providing financial incentives of up to \$5,000 to customers for the installation of a digital billboard, or for an upgrade from a standard to a digital billboard. Digital billboards bring benefits to both billboard owners and advertisers. Billboard owners increase their revenue by offering additional advertisement space, while advertisers benefit from additional advertising options and digital ads that are more appealing.

### Eligibility

- To participate, the customer must:
  - Be an Entergy electric customer with an account in good standing.
  - Provide all required information to validate the project for which incentives are claimed.
  - Submit the incentive application within 120 days of project completion.
- Electricity needs of billboard must be provided exclusively by Entergy.
- Billboards using solar or another form of self-power generation are not eligible.

### Application process

Contact us today to get started, or submit this completed application to [etech@entergy.com](mailto:etech@entergy.com).

### Questions?

That's what we're here for! Email us at [etech@entergy.com](mailto:etech@entergy.com) with any technical, economic or facility questions.



## Electric Technology Program

### Digital Billboard Incentives

Billboard Size*	Incentive Amount per Billboard
150 Sq Ft to 350 Sq Ft	<b>\$1,500</b>
351 Sq Ft to 550 Sq Ft	<b>\$2,500</b>
Greater Than 550 Sq Ft	<b>\$5,000</b>

\*Billboards smaller than 150 square feet do not qualify for an incentive.



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## Digital Billboards Incentive Application

**INSTRUCTIONS:** Fill out application completely and sign. Attach required documentation: all invoices and receipts showing dates of payment and/or installation. Failure to complete this form and provide documentation will result in your application being returned or denied. Incentives will be paid upon proof of paid invoice, installation date and processing of application. For the terms and conditions of this incentive program, please see the last page of this form.

Incentive Applicant Information	
Company Receiving Incentive:	
Primary Contact Person for Claims Questions:	
Email Address:	
Street Address:	
City:	
State:	ZIP:
Phone:	

Billboard 1 Information			
Billboard Location:*			
Identifier:†			
New or Conversion:	Height:	Width:	Square Footage:

Billboard 2 Information			
Billboard Location:*			
Identifier:†			
New or Conversion:	Height:	Width:	Square Footage:

Billboard 3 Information			
Billboard Location:*			
Identifier:†			
New or Conversion:	Height:	Width:	Square Footage:

Incentive Calculator						
Billboard Size	Unit Incentive	X	Quantity	=	Total Incentive	
150 Sq Ft to 350 Sq Ft	\$1,500					\$
351 Sq Ft to 550 Sq Ft	\$2,500					\$
Greater Than 550 Sq Ft	\$5,000					
Grand Total					\$	

\*GPS and/or approximate street address

†Panel number and/or serial number

Email [etech@entergy.com](mailto:etech@entergy.com) for more information.

## Incentive Terms and Conditions

Incentives of up to \$5,000 are available for the installation or upgrade of a billboard from a standard to a digital billboard that has electric service exclusively provided by and billed under an Entergy electric rate. Entergy is offering a limited number of incentives; availability is subject to overall participation levels. Entergy reserves the right to modify this incentive program at any time at its sole discretion.

### DIGITAL BILLBOARD ELIGIBILITY RESTRICTIONS

- Only Entergy customers with accounts in good standing are eligible for this incentive.
- These incentives are available only for digital billboards that are a minimum of 150 square feet in size.
- All electricity for the billboard must be provided by Entergy. Billboards using solar energy or another form of self-power generation do not qualify for this incentive.
- This incentive applies to digital billboards that are put into operation on or after January 1, 2017.
- The digital billboard must replace a standard billboard or be a new installation of a digital billboard. Replacing a digital billboard with another digital billboard does not qualify.
- Billboard installation must comply with all city, county or state government, and property owner or business association codes and regulations. All necessary permits must be obtained.
- Incentive application and any supporting documentation must be submitted within 120 days of billboard activation.
- Failure to comply with any foregoing requirements could result in denial of incentives.

### ENTERGY RESERVES THE RIGHT TO AUDIT YOUR INSTALLATION.

Entergy reserves the right to randomly select incentivized digital billboard installations for audit. You confirm that you are aware of this right, agree to such an audit and agree to grant Entergy access to the premise or property as needed, to the extent reasonably necessary, to conduct such an audit. If the field audit discovers that the installation does not comply with the incentive claim form, the incentive may be rescinded.

### ENTERGY RESERVES THE RIGHT TO CONTACT YOU AS PART OF ITS ELECTRIC TECHNOLOGY MARKET RESEARCH AND PROGRAM EVALUATION ACTIVITIES.

Customers participating in this incentive program may be contacted to participate in Entergy's study of uses, practices and preferences to improve future electric technology programs and encourage greater clean electric technology deployment.

## Signature and Certification

**I CERTIFY THAT THE BILLBOARD(S) DESCRIBED IN THIS FORM HAS BEEN INSTALLED AT THE SERVICE LOCATION INDICATED. I AGREE TO THE TERMS AND CONDITIONS STATED IN THIS FORM.**

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*Customer Signature*

*Date*



Electric Technology Program