



1990 Westwood Blvd, Ste.300|Los Angeles, CA 90025

Date: 02/04/2021

Los Angeles City
Los Angeles, CA 90015

Attn: To Whom It May Concern

RE: Proof of Performance for contract 20190929

Dear Sir/Madam,

Thank you for allowing Insite Street Media the opportunity to serve your outdoor advertising needs. We know that you had a choice of where to invest your marketing dollars, so your 100% satisfaction is our goal.

As a courtesy, a NOTICE OF COMPLETION is attached identifying information pertaining to your campaign, including locations and installation dates.

Thank you again for your contract and the trust you have put in our company. Should you have any questions, please contact myself or your account executive, Judy Lambert at 310-559-1600.

Sincerely,

Keith Thompson
Executive Vice President, Head of Sales

cc: Judy Lambert



1990 Westwood Blvd, Ste.300|Los Angeles, CA 90025

PERFORMANCE AFFIDAVIT

DATE: 02/04/2021

IN SERVICE DATE: 01/11/2021

ADVERTISER: Los Angeles City

PO NUMBER:

Face	Market	Location Desc	Creative	Completed
LA-0467	West Los Angeles/Mar Vista	SB Sawtelle Blvd NS Palms Blvd NWC, E/F, RR	Mar Vista City	01/11/2021
LA-3369	West Los Angeles/Los Angeles	NB Bundy Dr FS National Blvd NEC, W/F, RR	Mar Vista City	01/11/2021
LA-3462	West Los Angeles/Sawtelle	NB Gateway Blvd NS Barrington Ave SEC, W/F, RR	Mar Vista City	01/11/2021
LA-3686	West Los Angeles/Mar Vista	EB National Blvd NS Sawtelle Blvd SWC, N/F, RR	Mar Vista City	01/11/2021
LA-3850	West Los Angeles/Mar Vista	EB Venice Blvd NS Inglewood Blvd SWC, N/F, RR-B	Mar Vista City	01/11/2021
LA-5637	West Los Angeles/Los Angeles	EB Venice Blvd NS McLaughlin Ave SWC, N/F, RR-B2	Mar Vista City	01/11/2021
LC-0023	West Los Angeles/Santa Monica	NB Bundy Dr NS Airport Ave NEC, W/F, RR-A	Mar Vista City	01/11/2021

I CERTIFY THAT INSITE STREET MEDIA HAS PERFORMED THE SERVICE INDICATED ABOVE.

Jose Tejada, Dir. Of Operations



Proof of Performance

Face ID:	LA-0467
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	SB Sawtelle Blvd NS Palms Blvd NWC, E/F

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



Judy Lambert | Production Mgr.

1990 Westwood Blvd, Ste.300|Los Angeles, CA 90025

Tel: 310-559-1600



Proof of Performance

Face ID:	LA-3369
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	NB Bundy Dr FS National Blvd NEC, W/F

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Judy Lambert | Production Mgr.

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Tel: 310-559-1600



Proof of Performance

Face ID:	LA-3462
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	NB Gateway Blvd NS Barrington Ave SEC, W/F

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Judy Lambert | Production Mgr.

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Tel: 310-559-1600



Proof of Performance

Face ID:	LA-3686
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	EB National Blvd NS Sawtelle Blvd SWC, N/F

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Proof of Performance

Face ID:	LA-3850
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	EB Venice Blvd NS Inglewood Blvd SWC, N/F

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Judy Lambert | Production Mgr.

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Tel: 310-559-1600



Proof of Performance

Face ID:	LA-5637
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	EB Venice Blvd NS McLaughlin Ave SWC, N/F

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Tel: 310-559-1600



Proof of Performance

Face ID:	LC-0023
Client Name:	Los Angeles City
Contract Number:	20190929
Posting Date:	2021-01-11
Creative Design:	Mar Vista City
Market:	West Los Angeles
Location Description:	NB Bundy Dr NS Airport Ave NEC, W/F

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Tel: 310-559-1600