

Products in our Business  
Operations product line include:

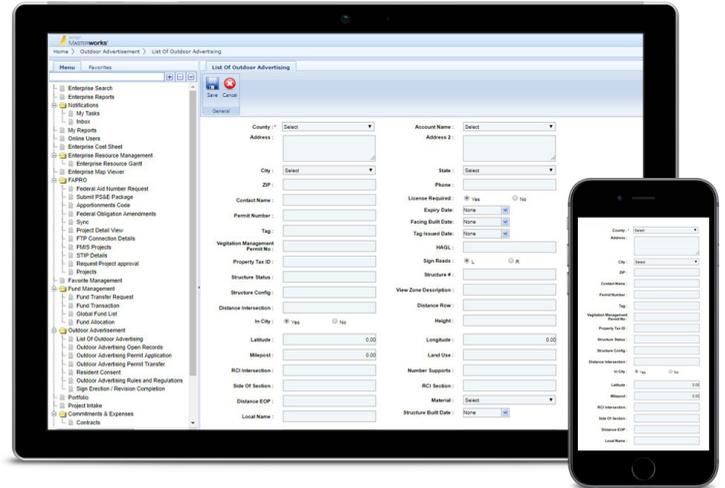


- Real Property Management
- Permitting
- ▶ Advertising
- Claims Management

## Increase advertising revenue and decrease costs

Whether you're managing outdoor advertising for a state department of transportation, or within your city limits, every outdoor sign, structure or device must comply with a host of federal, state and local regulations. While outdoor advertising can drive a steady stream of revenue for your agency, it can also be costly and time-consuming to keep all stakeholders up to date—especially when your data about applicants, devices and regulations are spread across multiple different forms, systems and people.

Aurigo makes it easier to manage the complete process of advertising applications, compliance, maintenance and management in one easy-to-use solution designed specifically for cities, counties and states.



### Aurigo's online Advertising Management product includes:

✓ **Outdoor Advertising System of Record:**

- Sites and device registration
- Advertising applications
- Application amendments
- Renewals
- Complaints
- Violations
- Advertising history and audit trails

✓ **Monitoring & Alerts:**

- Monitor permitted structures
- Track violations
- Automated alerts

✓ **Financial Systems Integration:**

- Advertising payments and revenue tracking

✓ **Permit Types:**

- Conforming devices: outdoor signs, displays, devices, figures, paintings, drawings, placards, posters, billboards, structures
- Non-conforming devices
- Track size, lighting, luminance, spacing, and on- or off-premise attributes for every device

✓ **Land & Vegetation Maintenance:**

- Record and track removal of vegetation on state right of way
- Create and manage sign viewing zones
- Automated alerts

✓ **Advertising Licensing & Permitting:**

- Location conformance
- Landowner identification
- Advertising license tracking
- Outdoor sign permits tracking
- Terms & Conditions
- Maintenance agreements
- Templates and document generation
- Approval workflows
- Automated alerts
- Payment management
- DocuSign electronic signatures

✓ **Built-in Regulatory Compliance Checklists:**

- Federal laws and regulations
- State statutes
- Local rules

✓ **Mobile Forms & Access:**

- Mobile inspection forms and data capture
- Real-time access to advertising information from any mobile device

✓ **GIS/ESRI Integration:**

- Track outdoor signs, displays, devices, figures, billboards and structures on a map
- See device attributes and data
- See physical features

*"We are excited to use Aurigo's enterprise cloud and mobile products to drive greater efficiency, collaboration and automation."*

– DAVID WOOLRIDGE | Chief IT Manager, Nevada DOT



**BENEFITS**

**Aurigo’s online Advertising Management product helps outdoor advertising teams at cities, counties, states and public agencies increase revenue and save time.**

- **Get full visibility into advertising revenue, applications and issues** with centralized dashboards.
- **Eliminate error-prone manual data collection** with automated checklists.
- **Make it easier for stakeholders** to track applicants and available advertising inventory.
- **Ensure you always conform with federal, state and local statutes** with purpose-built regulatory checklists and workflows.
- **Streamline advertising application processes** and make it easier for businesses to work with your agency from multiple, disparate systems.
- **Record and track removal of vegetation** on state right of way to create a sign viewing zone around permitted outdoor advertising signs.
- **Standardize processes** for conforming and non-conforming device advertising applications, monitoring and maintenance.

**MASTERWORKS CLOUD**

Aurigo’s online Capital Planning product is part of the broader Aurigo Masterworks Cloud suite. Aurigo helps cities, counties, states, agencies and businesses plan, build and maintain their capital programs, infrastructure and facilities.

<div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 1.2em; font-weight: bold;">PLAN</span> </div> <p style="font-size: 0.8em; margin: 0;"><b>Capital Planning &amp; Portfolio Management</b></p> <p style="font-size: 0.7em; margin: 0;"><i>Prioritize, plan and track all of your major infrastructure and capital investments in one place.</i></p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 1.2em; font-weight: bold;">BUILD</span> </div> <p style="font-size: 0.8em; margin: 0;"><b>Full Lifecycle Construction Management</b></p> <p style="font-size: 0.7em; margin: 0;"><i>Manage every phase, contractor, placeholder and inspection for each capital and infrastructure project.</i></p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 1.2em; font-weight: bold;">MAINTAIN</span> </div> <p style="font-size: 0.8em; margin: 0;"><b>Safety, Quality &amp; Maintenance</b></p> <p style="font-size: 0.7em; margin: 0;"><i>Ensure new projects meet quality levels and your existing assets are properly maintained.</i></p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 1.2em; font-weight: bold;">OPERATE</span> </div> <p style="font-size: 0.8em; margin: 0;"><b>Business Operations</b></p> <p style="font-size: 0.7em; margin: 0;"><i>Run the day-to-day business of permitting, advertising, leasing and claims in a modern system.</i></p>
<ul style="list-style-type: none"> <li>&gt; Capital Planning</li> <li>&gt; Capital Project Management</li> <li>&gt; Federal Aid Reimbursements</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Estimation &amp; Bidding</li> <li>&gt; Consultant Service Contracting</li> <li>&gt; Right of Way</li> <li>&gt; Contract Management</li> <li>&gt; Construction Project Management</li> <li>&gt; Civil Rights &amp; Labor Management</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Materials Specification &amp; Testing</li> <li>&gt; Lab Management</li> <li>&gt; Capital Asset &amp; Facility Maintenance</li> <li>&gt; Safety &amp; Compliance</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Real Property Management</li> <li>&gt; Permitting</li> <li>&gt; Advertising</li> <li>&gt; Claims Management</li> </ul>

**Masterworks Cloud Platform**

The Aurigo Masterworks Cloud suite of products is built on the Masterworks Cloud Platform – an enterprise-proven platform that gives you the scalability, performance, security and reliability your teams need, and your IT organization will appreciate.