

IN-COMbtc07

Advertising agency agreement

Dated: [\[Date\]](#)

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This agreement is dated: [date]

It is made between [Company's name]

of [Address] ("Company")

And [name]

of [Address] ("Advertising Agency")

In consideration of the mutual

:

1. Summary of agreement

1.1. Advertising Agency is

1.2. Company desires to engage Advertising Agency to render,

1.3. Advertising agency shall arrange for Company's planning, preparing and placing

2. Scope of Services

Under the auspices of the instant

,

:

2.1. analyze the current and proposed products

- à -

;

2.2. create, prepare

;

2.3. design, conceptualize and implement

;

2.4. perform such other services as the Company may request
,
;

2.5. book advertising space, time or other means to be
,
;

2.6. provide a proof for accuracy and completeness of insertions,
, /
;

2.7. audit invoices for space, , /
.

3. Exclusivity

Agency shall be the [exclusive or non-]
[]
.

4. Compensation and charges

4.1. advertising Agency shall be entitled to receive an amount
[%]
;

4.2. and re-imburement of the charges of suppliers of services or
properties, such as finished art, comprehensive layouts, type
composition, Photostats, engravings, printing, radio and television
programs, talent, , ,
,
[%]
/
,
, , , , , , ,
;

4.3. for those items where Agency is not compensated on a commission
basis, Company shall pay to the
;

[] ;

4.4. if the Agency is asked to undertake special projects, Agency shall prepare

;

4.5. company shall not be obligated to reimburse Agency for any

- -

.

5. Invoicing

5.1. Agency shall invoice the Company

5.2. Charges for production materials and services shall

5.3. On all outside purchases other than ,

5.4. All cash discounts on Agency's purchases , , ,

5.5. Invoices shall be submitted in an []

6. Confidentiality

6.1. Agency acknowledges that during the course of this agreement, , ,

6.2. Agency agrees that it will not use such confidential information for any purpose ,

6.3. Agency shall use and maintain appropriate security measures to

6.4. The foregoing

:

6.4.1 that is or

;

6.4.2 that is known by Agency

;

6.4.3 that is lawfully obtained from

7. Non-compete

8. Cost Estimates

8.1.

8.2.

9. Ownership and use

9.1.

9.2.

9.3.

9.4.

10. Indemnification

10.1.

10.2.

10.3. ,
,

11. Duration and termination

11.1. []

11.2. ,

12. Matters after termination

13. Miscellaneous

13.1. Relationship of parties

13.2. Entire Understanding

13.3. Headings

13.4. Severability

13.5. Waiver

13.6. Governing law

[].

13.7. Execution

13.8. Authority

13.9. Dispute Resolution

Explanatory notes:

Advertising agency agreement

General notes:

1. This document has been drawn using the word “Company” to identify the Advertiser. However, so you may safely use your word processor to search and replace “Company” by “Firm”, “Organisation” or
2. This kind of an agreement mostly defines the general and commercial conditions as the concept is largely unregulated by any specific law.
3. The document has been designed
4. There are certain assumptions that we have made,
5. The agreement should
6. The document is suitable to
7. The agreement provides for the appointment of agency on /
8. There is no special Article

End of notes