

# Business Contracts



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## ADVERTISING / MARKETING AGENCY AGREEMENT

THIS AGREEMENT is made this \_\_\_\_ day of \_\_\_\_\_, 200\_\_ by and between <<Company>> (“Agency”) and <<CustCompany>> (“Customer”).

### Recitals

- A. Agency is in the business of providing marketing and advertising services for a fee.
- B. Customer desires to have Agency render certain marketing & advertising services (the “Services”) as set form in Exhibit B.
- C. Agency desires to render certain marketing & advertising services as set forth in Exhibit B.

### Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Agency hereby agree as follows:

#### 1. Engagement of Services.

Agency agrees to render to Customer services in connection with the planning, preparing and creation of marketing services for Customer as follows:

- a) Provide consulting services to Customer in the form of an analysis of Customer’s current products, goods or services as it relates to Customer’s present and/or target markets.
- b) Develop advertising ideas and creative content for Customer for approval for use in future marketing programs.
- c) Prepare estimates of costs and expenses associated with idea and content development and present them to Customer for approval.
- d) Design, contract or otherwise arrange for the preparation of creative content, advertising, campaign management and other related services.
- e) Execute advertising and marketing services as agreed upon in Exhibit B.
- f) Provide proofing services on behalf of Customer in order to check for accuracy, completeness, adherence to specifications and Customer branding in all forms of contracted

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Customer Initials \_\_\_\_\_ Agency Initials \_\_\_\_\_



# S A M P L E

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