

# Business Contracts



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## EMAIL MARKETING AND CAMPAIGN MANAGEMENT AGREEMENT

THIS AGREEMENT is made this <<CurrentDay>> day of <<CurrentMonth>>, <<CurrentYear>> by and between <<Company>> (“Agency”) and <<CustCompany>> (“Customer”).

### Recitals

- A. Agency is in the business of providing email marketing and email campaign management services for a fee.
- B. Customer desires to have Agency render certain email marketing and campaign management services (the “Services”) as set forth in Exhibit B.
- C. Agency desires to render email marketing and campaign management 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 an Email Marketing Campaign, including:

- a) Create design mockups and comps for all creative materials or content to be used, with Customer approval, in Email Marketing Campaigns.
- b) Create different types of content “templates” such as HTML, Flash, Rich Media, Text, AOL-Text, or Lotus Notes specific content templates.
- c) Develop advertising ideas and creative content for Customer for approval for use in email marketing programs.
- d) Prepare estimates of costs and expenses associated with idea and ...

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# S A M P L E

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