

**ADVERTISING AND PROMOTION AGREEMENT**

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

**Recitals**

Customer and Company desire to exchange advertising and links, and cross-promote one another using a variety of marketing and advertising services (the “Services”) as set forth in Exhibit B.

**Agreements**

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

**1. Advertising and Promotion.**

Customer shall arrange for the placement of advertising and promotion of Company and agrees to fulfill the following duties:

<< Insert specific partnership duties and arrangements here. >>

**2. Specification and Services Completion.**

“Marketing Material” shall mean any programming, coding, graphic design, linking, or other collateral required by either party to fulfill its obligations under the Specifications.

Both parties will use reasonable diligence in the development of the Advertising and Marketing Material and endeavor to complete all agreed upon Specifications outlined in Exhibit B no later than <<Start Date>>. Both parties acknowledge that this delivery deadline listed in Exhibit B, shall be an estimate, and is not a required delivery date. Both Customer and Company shall retain all intellectual property rights in any logos, graphics, text, images or other components owned and transmitted to either party for use in fulfillment or creation of Specifications or Services.

**3. Compensation.**

For all of Company’s Services under this Agreement, Customer shall compensate Company in cash, pursuant to the terms of Exhibit A attached hereto. In the event Customer fails to make any of the

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