

ADVERTISING AGREEMENT

Location: _____ Date: _____

Parties:

Advertiser Name: _____

Advertiser Address: _____

Advertising Agency Name: _____

Agency Address: _____

Advertisement Details:

Description of Advertisement: _____

Medium (e.g., TV, Online, Print): _____

Run Dates / Duration: _____

Compensation and Payment:

Total Fee: _____ USD

Payment Schedule and Terms: _____

Term and Termination:

Initial Term: _____

Termination Conditions: _____

Intellectual Property:

Ownership of Advertisement Materials: _____

License Grants and Restrictions: _____

Representations and Warranties:

Advertiser represents and warrants that the advertisement does not infringe any third party rights, is truthful, and complies with all applicable laws.

Agency represents and warrants that it has the authority to produce and place the advertisement and will comply with all applicable laws.

Indemnification:

Both parties agree to indemnify and hold harmless the other party from any claims, damages, liabilities, costs, or expenses arising from the performance of this Agreement.

Confidentiality:

Each party agrees to keep confidential all proprietary information and not disclose it to any third party except as required by law or agreed in writing.

Limitation of Liability:

Neither party shall be liable for indirect, incidental, consequential, or punitive damages arising from this Agreement.

Governing Law and Dispute Resolution:

This Agreement shall be governed by the laws of the State of _____ without regard to conflict of laws principles.

Any disputes shall be resolved by binding arbitration in _____ County, _____ State, pursuant to the rules of the American Arbitration Association.

Miscellaneous:

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior agreements.

ADVERTISER SIGNATURE

AGENCY SIGNATURE

Signature: _____

Signature: _____

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