

Exclusive Advertising Contract

Between and

Date:

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By this **agreement** dated

between:

having its registered office at **(Agent)**

and

having its registered office at **(Company/you)**.

The parties agree:

The Agent agrees to serve as your advertising agency in accordance with and subject to the following terms and conditions:

1 Scope

- (a) Our assignment shall relate to the product(s) or service(s) described in the schedule.
- (b) During the term of this agreement we shall be the sole company charged with the responsibility of preparing and placing advertising with respect to the product(s) or service(s). You may assign additional products or services to us from time to time, subject to our ability to handle them. If additional products or services are assigned to us and we agree to handle them, all terms and conditions of this agreement shall apply in the same manner as with respect to the originally assigned product(s) or service(s).

2 Services

We shall perform the following services for you in connection with the planning, preparing and placing of advertising for your product(s) or service(s):

- (a) Study your products or services;
- (b) Analyse your present and potential markets;
- (c) Create, prepare and submit to you for approval, advertising ideas and programs;
- (d) Employ on your behalf, our knowledge of available media and means that can be profitably used to advertise your products or services;
- (e) Prepare and submit to you for approval, estimates of costs of these recommended advertising programs;
- (f) Write, design, illustrate or otherwise prepare your advertisements, including commercials to be broadcast, or other appropriate forms of your message;
- (g) s such as market