**Advertising Contract Agreement Form**

This Advertising Contract Agreement (“Agreement”) is made and entered into on [Date] by and between:

**Advertiser:**

|  |  |  |  |
| --- | --- | --- | --- |
| Name/Company: |  | | |
| Address: |  | | |
| Phone: |  | **Email:** |  |

**Publisher/Agency:**

|  |  |  |  |
| --- | --- | --- | --- |
| Name/Company: |  | | |
| Address: |  | | |
| Phone: |  | **Email:** |  |

**1. Advertising Details**

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Advertisement: |  | Placement (Website, Magazine, TV, etc.): |  |
| Duration/Run Dates: | **From:** | To: |  |
| Frequency (Daily/Weekly/Monthly): |  | Size/Format: |  |

**2. Payment Terms**

|  |  |  |  |
| --- | --- | --- | --- |
| Total Cost: |  | Payment Due Date(s): |  |
| Payment Method: |  | Late Payment Penalty: |  |

**3. Obligations of the Advertiser**

* Provide ad content/materials by: ***/***/\_\_\_\_
* Ensure compliance with applicable laws and regulations.
* Confirm accuracy of all information contained in the advertisement.

**4. Obligations of the Publisher/Agency**

* Publish the advertisement as agreed.
* Notify the advertiser of any technical issues or delays.
* Provide proof of publication or campaign performance (if applicable).

**5. Termination**

Either party may terminate this Agreement with written notice of \_\_\_ days. Advertiser remains responsible for any costs incurred up to termination.

**6. Indemnification**

The Advertiser agrees to indemnify and hold harmless the Publisher/Agency from any claims arising out of the advertisement’s content.

**7. Governing Law**

This Agreement shall be governed by the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**8. Signatures**

**Advertiser:**  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: ***/***/\_\_\_\_

**Publisher/Agency:**  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: ***/***/\_\_\_\_