

# **Billboard Advertising Contract Template**

This Billboard Advertising Contract is entered into on \_\_\_\_\_, 20, between:

- Advertising Company: \_\_\_\_\_
- Advertiser/Client: \_\_\_\_\_
- Billing Address: \_\_\_\_\_

## **1. Advertisement Details**

- Billboard Location: \_\_\_\_\_
- Size of Advertisement: \_\_\_\_\_
- Advertisement Type: ☐ Static ☐ Digital ☐ Other: \_\_\_\_\_
- Display Duration: From \_\_\_\_\_ To \_\_\_\_\_

## **2. Fees & Payment Terms**

- Total Advertising Cost: \$ \_\_\_\_\_
- Payment Due Date: \_\_\_\_\_
- Late Payment Penalty: \$ \_\_\_\_\_ per \_\_\_\_ days

## **3. Responsibilities of the Advertising Agency**

- Ensure the billboard is properly maintained.
- Display the advertisement for the agreed duration.
- Notify the advertiser of any issues with the billboard.

## **4. Responsibilities of the Advertiser**

- Provide high-resolution ad material by \_\_\_\_\_.
- Ensure payments are made as per the agreed schedule.
- Adhere to billboard content guidelines.

## 5. Indemnity & Liability

The Advertiser agrees to indemnify the Advertising Company from any legal claims arising from the advertisement content.

## 6. Contract Termination

The contract may be terminated under the following conditions:

- ☐ Non-payment by the advertiser
- ☐ Violation of billboard advertising regulations
- ☐ Mutual agreement with a \_\_\_-day notice

## 7. Agreement Confirmation

Both parties agree to the terms and conditions outlined in this contract.

- Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_
- Advertising Agency Representative Signature: \_\_\_\_\_  
Date: \_\_\_\_\_