**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: \_\_\_\_\_\_\_\_\_\_\_**