**Digital Advertising Contract Form**

**This Digital Advertising Contract ("Agreement") is made effective on \_\_\_\_\_\_\_\_\_\_\_\_\_*,* 20, by and between:**

* **Advertiser Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

### **1. Scope of Services**

**The Advertising Agency agrees to provide digital advertising services, including but not limited to:
 ☐ Social Media Advertising (Facebook, Instagram, LinkedIn, etc.)
 ☐ Google Ads & Pay-Per-Click (PPC) Campaigns
 ☐ Display & Banner Ads
 ☐ Email Marketing Campaigns
 ☐ Other (Specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

### **2. Ad Placement & Duration**

* **Platform(s) where the ad will be displayed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Start Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ End Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Ad Frequency: ☐ Daily ☐ Weekly ☐ Monthly ☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

### **3. Payment Terms**

* **Total Fee: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Payment Schedule: ☐ One-Time ☐ Monthly ☐ Per Campaign**
* **Late Payment Fee: $\_\_\_\_\_\_\_\_\_\_ per \_\_ days**

### **4. Termination Clause**

**Either party may terminate this contract with a \_\_-day written notice. Advertiser is responsible for any payments due before termination.**

### **5. Confidentiality**

**Both parties agree that any confidential business, marketing, or advertising strategy shared will remain confidential.**

### **6. Acknowledgment**

**By signing below, both parties acknowledge their understanding and agreement to the terms.**

* **Advertiser Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_**
* **Agency Representative Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_**