

# PAID ADVERTISING AGREEMENT

This Paid Advertising/Sponsor Agreement is between \_\_\_\_\_  
("Publisher") and \_\_\_\_\_ ("Advertiser")

## 1. Term

This Agreement shall commence on the date of execution and shall remain in effect for a period of **one (1) year**. Either party may cancel this Agreement with thirty (30) days written notice.

## 2. Payment Terms

Advertiser agrees to pay Publisher \$4,380.00 USD annually, payable in twelve (12) monthly installments of \$365.00.

- Payment shall be made every 30 days following the execution of this Agreement.
- Payments will be charged automatically to the credit or debit card provided by Advertiser on file.

## 3. Publisher Obligations

In return for the payments above, Publisher agrees to provide the following services:

1. Record a 30-second paid endorsement video for the Advertiser.
2. Insert the endorsement video into one (1) YouTube video per month.
3. Feature the endorsement video in two (2) video emails per month
4. Embed the endorsement video on Publisher's website.
5. Play the endorsement video (or read it live) at company meetings.
6. Provide view-only access to Publisher's CRM and email marketing account.

The endorsement video will be re-recorded **once per year** with a script approved by the Advertiser and the Publisher is available for phone consulting on an as-needed basis to be pre-scheduled casually at a mutually convenient time.

## 4. COMPLIANCE & DISCLOSURE

- Advertiser agrees to ensure all advertising content and practices comply with applicable local, state, and federal laws.
- Publisher agrees to clearly disclose the endorsement as paid advertising in all relevant communications (including but not limited to emails, videos, and website content).
- Advertiser shall release, defend, indemnify, and hold harmless Publisher from all suits, actions, or claims of any character, name, or description.

## 5. TERMINATION

This Agreement may be terminated by either party with **30 days' written notice**, delivered via email or certified mail.

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## 6. MISCELLANEOUS

- This Agreement constitutes the entire understanding between the Parties.
- Any amendments must be in writing and signed by both Parties.

This Sponsor Agreement ("Agreement") is made and entered into on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between:

| <b>Publisher</b>  | <b>Advertiser</b> |
|-------------------|-------------------|
| Signature: _____  | Signature: _____  |
| Date: _____       | Date: _____       |
| Print Name: _____ | Print Name: _____ |

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## CREDIT/DEBIT CARD AUTHORIZATION

By signing this Agreement, Advertiser authorizes the Publisher to charge \$365.00 monthly for 12 months, starting on the execution date, to the credit or debit card provided below:

- **Name on Card:** \_\_\_\_\_
- **Card Number:** \_\_\_\_\_
- **Expiration Date (MM/YY):** \_\_\_\_\_ / \_\_\_\_\_
- **CVV:** \_\_\_\_\_
- **Billing Address:** \_\_\_\_\_