

ADVERTISER AND ADVERTISING AGENCY CONTRACT

Contract for advertising services made on _____(Month & Day),
_____ (Year) between _____ Advertiser
(Include Address) referred to as client, and _____
advertising agency _____ a corporation existing under the laws of the state of
_____ and located in _____
_____ (Address) to as agency.

SECTION ONE

APPOINTMENT OF AGENCY

Client hires agency, and agency agrees to serve as _____
(the exclusive advertising agency of client or client's advertising agency in connection
with the sale of _____ client's product or service as
provided in this contract).

SECTION TWO

AGENCY INDEPENDENT CONTRACTOR

Agency shall act at all times during the term of this contract as independent contractor.
Nothing contained in this contract shall be construed to create the relation of principal
and agent or employer and employee, between client and agency.

SECTION THREE

PARTIES NOT TO DEAL WITH COMPETITORS