

ADVERTISING PURCHASE ORDER

Dated: Purchase order number:

Advertising dates: to

TO:

Attention:

.....

.....

FROM:

Contact person:

Telephone number:

.....

.....

TOTAL VALUE OF THIS PURCHASE ORDER: \$.....

(.....&...../100 dollars)

GENERAL CONDITIONS OF PURCHASE ORDER: Acceptance of this order must be by return of a signed copy of this form by an officer of Do not attach additional terms without prior telephone clearance from An affidavit of performance must be provided within thirty days of the conclusion of the last advertisement. may request a weekly or monthly confirmation of proper performance. If advertising materials are to be prepared by, the same must be provided for approval at least three working days prior to the deadline for first advertising to run. PARTIAL ACCEPTANCE IS NOT PERMITTED. If unable to provide all advertising specified, contact immediately. Billings must reference the purchase order number and date. Periodic billing is permitted, not

more frequently than every days. Alterations or additions to this flight must be confirmed by an amended purchaser order. If advertising materials are provided by, they must be returned unless otherwise noted after the last advertisement.

TERMS:

SEE ATTACHED SHEET FOR SPECIFICATIONS OF PURCHASE

.....

..... by an authorized officer

Advertising Purchase Order Review List

This review list is provided to inform you about this document in question and assist you in its preparation. Using this form nails down the exact terms of any advertising you do. If used regularly, it also provides evidence of its being the standard and normal procedure for your company. This can be helpful if you receive any bills for any advertising not authorized by you- since you would normally have this agreement in place. In other words, in challenging such a charge, you can maintain that you always sign these kinds of agreements. If this is in fact the case, most courts will uphold your defense accordingly.

1. Make multiple copies. Keep one in the file of the advertiser source and another in a master file for all advertising agreements.
2. If you are the advertiser, you are wise to get these agreements signed so there can be no dispute as to your authority to act on behalf of the customer and bill them accordingly.
3. Modify the form to fit the exact needs of the advertising you are doing.