

Cooperative Advertising Agreement

Date: [Insert Date]

To: [Partner's Name]
[Partner's Title]
[Company Name]
[Company Address]
[City, State, Zip Code]

Dear [Partner's Name],

We are pleased to propose a Cooperative Advertising Agreement (the "Agreement") between [Your Company Name] and [Partner's Company Name]. This partnership aims to promote our brands effectively while maximizing our marketing budgets.

Agreement Terms

- Advertising Objectives:** The primary objective of this collaboration is to [insert specific advertising objectives].
- Advertising Budget:** The total budget for the cooperative advertising campaign will be [insert budget] to be shared as follows: [insert cost-sharing details].
- Advertising Channels:** The advertising shall be conducted through [list advertising channels, e.g., print, digital, social media].
- Duration:** This Agreement will commence on [start date] and conclude on [end date].

Responsibilities of Each Party

[Your Company Name] agrees to [list your responsibilities].

[Partner's Company Name] agrees to [list partner's responsibilities].

Approval Process

All advertising materials must receive prior approval from both parties before distribution. Each party will have [insert number of days] days to review and respond to submissions.

If you agree to the terms outlined here, please sign and return a copy of this letter by [insert deadline].

We look forward to a successful partnership.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Company Address]

[Your Phone Number]

[Your Email Address]

[Partner's Name]

[Partner's Title]

[Partner's Company Name]

Date: _____