

# Media Collaboration Agreement

Date: [Insert Date]

From: [Your Company Name]

To: [Media Partner Name]

## Introduction

This letter outlines the terms of collaboration between [Your Company Name] and [Media Partner Name] for advertising exchanges.

## Scope of Collaboration

The collaboration will involve the exchange of advertising space and promotional content between our respective platforms.

## Terms of Agreement

- **Duration:** [Specify duration of the collaboration]
- **Advertising Formats:** [Specify types of advertisements allowed]
- **Performance Metrics:** [Define key performance indicators]
- **Payment Terms:** [Outline any financial agreements or exchanges]
- **Confidentiality:** [Include confidentiality clauses]

## Responsibilities

Both parties agree to adhere to the following responsibilities:

- [Your Company Name] shall provide [list responsibilities].
- [Media Partner Name] shall provide [list responsibilities].

## Termination Clause

This agreement may be terminated by either party with [insert notice period] notice.

## Acceptance

Please sign below to indicate your acceptance of these terms.

\_\_\_\_\_ (*Your Company Name*)

\_\_\_\_\_ (*Media Partner Name*)