

# Letter of Proposal for Advertising Contract Revision

Date: [Insert Date]

To,

[Recipient's Name]

[Recipient's Position]

[Company Name]

[Company Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I hope this letter finds you well. We have appreciated the opportunity to work together under our existing advertising contract dated [Insert Original Contract Date]. However, after careful consideration, we would like to propose a revision to the terms of our agreement.

We believe that the following changes will enhance our collaboration and better align with our current marketing goals:

- **Revised Advertising Rates:** [Details of the revised rates]
- **Updated Deliverables:** [Details of the new deliverables]
- **Extension of Contract Duration:** [New proposed duration]

These proposed changes would enable us to achieve more effective promotional results and maximize the benefits for both parties.

We would appreciate the opportunity to discuss this proposal further at your earliest convenience. Please let us know a suitable time for you, and we can arrange a meeting or call to go over this in detail.

Thank you for your attention to this matter. We look forward to your positive response.

Warm regards,

[Your Name]

[Your Position]

[Your Company Name]

[Your Phone Number]

[Your Email Address]