

Dear [Partner's Name],

We hope this message finds you well. We are writing to inform you of some proposed changes to our existing Advertising Partnership Agreement, effective [Proposed Effective Date].

The key changes are as follows:

- **Modification of Compensation Structure:** The commission rate will change from [Current Rate]% to [New Rate]%.
- **Extension of Partnership Duration:** We propose to extend the partnership duration from [Current Duration] to [New Duration].
- **Introduction of New Advertising Channels:** We will be introducing additional channels for advertising including [New Channels].

If you have any questions or concerns regarding these changes, please do not hesitate to reach out to us by [Response Deadline]. We value our partnership and look forward to our continued collaboration.

Thank you for your attention to this matter.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]