

[Your Name]

[Your Position]

[Your Company]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient's Name]

[Recipient's Position]

[Recipient's Company]

[Recipient's Address]

[City, State, Zip Code]

Dear [Recipient's Name],

Subject: Modification of Advertising Arrangement

I hope this message finds you well. I am writing to discuss some proposed modifications to our current advertising arrangement. After reviewing our ongoing partnership, we believe that certain adjustments could enhance the effectiveness of our campaigns and better align with our marketing objectives.

The suggested modifications are as follows:

- Change in advertising placement from [current placement] to [new placement].
- Adjustment of ad duration from [current duration] to [new duration].
- Increased frequency of ads to [new frequency].
- Inclusion of new target demographics such as [specific demographics].

We believe that implementing these changes will yield positive results and improve the overall impact of our advertising efforts. We would appreciate your feedback on these modifications and would be happy to discuss this further at your earliest convenience.

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

Sincerely,

[Your Name]

[Your Position]

[Your Company]