

Business Contracts



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EMAIL MARKETING AND CAMPAIGN MANAGEMENT AGREEMENT

THIS AGREEMENT is made this <<CurrentDay>> day of <<CurrentMonth>>, <<CurrentYear>> by and between <<Company>> (“Agency”) and <<CustCompany>> (“Customer”).

Recitals

- A. Agency is in the business of providing email marketing and email campaign management services for a fee.
- B. Customer desires to have Agency render certain email marketing and campaign management services (the “Services”) as set forth in Exhibit B.
- C. Agency desires to render email marketing and campaign management services as set forth in Exhibit B.

Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Agency hereby agree as follows.

1. Engagement of Services.

Agency agrees to render to Customer services in connection with the planning, preparing, and creation of an Email Marketing Campaign, including:

- a) Create design mockups and comps for all creative materials or content to be used, with Customer approval, in Email Marketing Campaigns.
- b) Create different types of content “templates” such as HTML, Flash, Rich Media, Text, AOL-Text, or Lotus Notes specific content templates.
- c) Develop advertising ideas and creative content for Customer for approval for use in email marketing programs.
- d) Prepare estimates of costs and expenses associated with idea and ...

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