

Blonde Ambition & Media Partner Accountability Agreement



Advertising Client:

Media Partner:

Account Executive:

General Manager:

Date: January 5, 2010

Agency Representative: Terrill Herbig, VP, Blonde Ambition (BA)

Accountability Agreement

Purpose of the Accountability Agreement (AA)

This AA serves as the guidelines, ground rules, expectations and overall working relationship in order to facilitate a more efficient, productive and professional environment in which the Account Executive (AE) and Agency Representative (AR) will be involved in during the course of the campaign/relationship. The AA is a living document and may be updated as the need arises throughout the project. Any updates will be discussed with and ratified by the AE and AR.

Communication

- As the Agency of Record, Blonde Ambition and its team members will be the primary contact for any and all matters pertaining to the Client's campaign, promotion, placement, billing and/or any other predetermined defined relationship
- As the AE, representing your company, you agree to honor the Client's decision to involve Blonde Ambition and as such will maintain communications involving all things related to the campaign, promotion, placement, etc.
- Blonde Ambition shall be notified immediately of any personnel changes directly related to the Advertiser's campaign, to include AE, production staff and talent (VO/DJ's), etc.

Deliverables

- Blonde Ambition expects proposals, estimates and the likes to be delivered in a timely manner upon initial request. The timely manner will be dictated by designated campaign driven deadlines, which will be specified by BA.
- Blonde Ambition expects updated media kits, station information packets and relevant media information as necessary. This includes reasonable forewarning of format changes, personnel changes (see above) and other changes which directly affect the media buy in order for the Client to make appropriate decisions.
- Unless otherwise noted, invoicing will be directed to BA. Application for credit should be to BA prior to campaign launch in order to provide BA ample time to complete and return.
- Should production be completed by your company, spots/ads will be delivered to BA no less than 2 business days prior to spot/ad launch in order to secure Client's final approval. Failure to provide prompt spots/ads may result in the discontinuation of the media buy.

Commission

- BA is a Media Agency and expects the standard 15% commission to apply to all commercial radio, web and television media buys. Any deviation from this standard must be discussed and approved by BA prior to the media buy completion.
- Commission remittance method shall be in one of the following manners and be approved by BA and the AE prior to media buy completion:
 - Direct check payable to Blonde Ambition upon media invoice payment
 - Bill and remit: Blonde Ambition will remit the gross amount of the invoice to the Client and remit the net amount to the media company

Thank you for your cooperation with the completion of this Accountability Agreement. Blonde Ambition prides itself on creating open and honest relationships, providing their Clients with services and procedures above and beyond the norm. Your support is greatly appreciated.

Reviewed and approved by:

Account Executive Date: _____

Sales Manager Date: _____

General Manager Date: _____

Blonde Ambition Representative ★ Date: _____