

# BENCHMARKING GRID ADVERTISING AGENCY AGREEMENT

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**1.00 INSTRUCTIONS**

If this is your first attempt at using one of our benchmarking grids we recommend that you consult document number **0004500** for instructions on how best to use this tool, which can be found in **Chapter 00 - Contractual Process** in the Contract Forms available on our website.

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**2.00 BENCHMARKING GRID**

BENCHMARK AGREEMENT: J01.200	MATCHING PROVISION(S)	VARIATIONS/OBSERVATIONS <sup>1</sup>
<b>IDENTIFICATION AND COORDONNATES</b>		
<b>IDENTIFICATION OF PARTIES :</b>		
<b>THE AGENCY</b>		
<b>THE CLIENT</b>		
<b>RECITALS</b>		
(A) CLIENT’s business		
(B) AGENCY’s business		
(C) CLIENT’s agency transaction		
(D) AGENCY’s acceptance of agency transaction		
(E) Legal instrument		
(F) Mutual agreement		

<sup>1</sup> If the clause situated in the Matching Provisions column is deficient in some way (see the list of deficiency codes at the end), we recommend placing an asterisk next to that clause number and to record the deficiency in the list of deficiencies that appears at page 23 of this document.

BENCHMARK AGREEMENT: J01.200		MATCHING PROVISION(S)	VARIATIONS/OBSERVATIONS <sup>1</sup>
<b>0.00 INTERPRETATION</b>			
<b>0.01 Definitions</b>			
0.01.01	Activities		
0.01.02	Advertising Budget		
0.01.03	Agreement		
0.01.04	Basic Services		
0.01.05	Best Efforts		
0.01.06	Breach		
0.01.07	Change in Control		
0.01.08	Communication Costs		
0.01.09	Confidential Information		
0.01.10	Delegated Services		
0.01.11	Distribution Costs		
0.01.12	Encumber or Encumbrance		

