



CONTRACT AGREEMENT FOR RUNNING MEDIA CAMPAIGN

This Agreement is made and entered into as of the last date signed below (the “Effective Date”) by and between a corporation **Deshi Television (DeshiTV) Inc.** in combination with its media production company **Shuprioti Innovations (SI) Inc.**, having its principal place of business at **6470 Osprey Blvd., Mississauga, ON. L5N6E1, Canada** (hereinafter referred to as the “Channel”) and

_____ Corporation/organization whose principal mailing address is

_____ (hereinafter referred to as the “Advertiser”).

WHEREAS the Advertiser has an interest to engage the Channel in participating in a Media Campaign for its business through DeshiTV 24-hour channel and its associated media portals in exchange for consideration described herein under the Statement of Work (SOW).

WHEREAS the Advertiser has agreed to provide its “Proceed to continue” confirmation to the Channel for running this Media Campaign based on the following Terms and Conditions:

1. The Advertiser agrees to publish their TVC and/or their classified print advertisement, web banner as per chosen media package for either the month-to-month basis or 1-year contract term based on the rate and specification as per the agreed SOW.
2. The Advertiser also agrees to indemnify and save Deshi Television Inc., “PURBOPOSHCHIM” Bangla online 3D Magazine, SI Inc. and it’s agents from any liability, loss expense of any nature arising out of the display of any graphics, text, display and illustrations contained in their TVC or advertisements for this campaign. DeshiTV Inc. reserve the right to refuse indecent or otherwise deemed unacceptable advertisement material.
3. The Advertiser agrees to be responsible for all copyright clearance and release issue pertaining to all TVC, classified print advertisement, web banner graphics and sponsorship commercial production.
4. The Advertiser agrees to pay the total agreed amount plus HST for its media campaign through the DeshiTV Channel’s media portal as agreed in the SOW.
5. For 1-year contract Term, the Advertiser agrees to pay the initial amount of **20%** of the agreed amount as per SOW **plus HST** for running the media campaign through the DeshiTV Channel’s media portal as a sign-in payment on the time of signing the agreement. This amount is not refundable. Remaining due balance will be paid into instalments by issuing a postdated cheque of an equally distributed amount to complete the payment instalment schedule. These postdated cheques will be dated on 5th of each month starting from the 2nd month of the contract term.
6. For month-to-month contract, the Advertiser agrees to pay the first and last month payment of the agreed monthly amount as per SOW plus HST for running the media campaign through the DeshiTV Channel's media portal on the time of signing the agreement. This amount is not refundable.
7. All cancellation to be intimated to the DeshiTV Inc. in writing via email or fax within the 30 days of signing the agreement. No cancellation request will be acceptable after 30 days and no refund will be reimbursed. Sign-in money for yearly contract is not refundable.
8. If advertiser wants to cancel the agreement before the yearly contact term period for any reason, then the remaining due balance must be paid in full the time of cancellation. Month-to-month contract can be cancel any time without penalty in one-month notice.
9. All cheque will be made payable to Deshi Television Inc. All dishonored cheque will be charged interested at the rate of 5% per month.



Deshi Television Inc.

Striving to keep our culture alive

... A Division of Shuprioti Innovations Inc. – Digital Recording Studio & Production House ...

6470 OSPREY BLVD., MISSISSAUGA, ON L5N 6E1 CANADA
t: +1 (800) 547-6090 • t: +1 (905) 593-7551 • f: +1 (905) 785-7975 • e: ad@deshtv.com • w: www.deshtv.com

10. All currency is in Canadian dollar and 13% HST will be applied in addition to the total amount in the invoice.
11. The Advertiser agrees to supply the web banner graphics, classified print advertisement material together with all required graphics, company logo, script, narration, related pictures for the production of its 30s TVC and 15s sponsorship commercial.

Applicable Law

This contract shall be governed by the laws of the County of Canada in the Province of Ontario and any applicable Federal law.

IN WITNESS WHEREOF:

Authorized on Behalf of DeshiTV INC.

Authorized on Behalf of _____.

Signature Effective Date

Dr. Khan Khoda

Printed Name

President, CEO & Director

Title

Signature Effective Date

Printed Name

Title



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STATEMENT OF WORK (SOW) ORDER

AGREEMENT BETWEEN THE ADVERTISER & DESHITV

Order #:

Order Date:

Client Information

Client Name:				Client #:	
Telephone #:		Address:			
Fax #:					
Contact's email:			Contact Person:		

Spot Delivery Details

Campaign Title:					
Medium:	<input type="checkbox"/> TL24 TVC	<input type="checkbox"/> Sponsorship	<input type="checkbox"/> PP eMag-Print Ad	<input type="checkbox"/> WebTV TVC	<input type="checkbox"/> Website Banner Ad Insert
Contact Term:	<input type="checkbox"/> 1 Year	<input type="checkbox"/> Per-Spot Basis - Total Spot:	<input type="checkbox"/> Per-PP Issue Basis - Total Issue:		
Start Date:		End Date:		Total Package Amount:	

TVC Spot for DeshiTV24

Hourly Rotation:		Duration:		Spot Type:	<input checked="" type="checkbox"/> TVC	<input type="checkbox"/> Segment/Event Sponsorship	<input type="checkbox"/> Scroll Campaign
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TV Show Sponsorship/Scroll Campaign for DeshiTV24

Hourly Rotation:		Duration:	15s	Spot Type:	<input type="checkbox"/> TVC	<input type="checkbox"/> Segment/Event Sponsorship	<input type="checkbox"/> Scroll Campaign
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Purboposhchim Print-Ad Insertion

Size of Print Ad:	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> Back Cover
	<input type="checkbox"/> Insert Front Cover	<input type="checkbox"/> Insert Back Cover	<input type="checkbox"/> 1/2 Page Double	<input type="checkbox"/> Full Page Double		

Creative Production

SOW Order #:				Creative Type:	<input type="checkbox"/> TVC	<input type="checkbox"/> Print Ad	<input type="checkbox"/> Banner
TVC Format:	<input type="checkbox"/> Mini DV	<input type="checkbox"/> DVD	<input type="checkbox"/> MP4	Length:	<input type="checkbox"/> 30s	<input type="checkbox"/> 15s	Video Resolution:
	<input type="checkbox"/> 1080p	<input type="checkbox"/> 2K					
Print Ad Format:	<input type="checkbox"/> PNG	<input type="checkbox"/> PDF	<input type="checkbox"/> JPEG	Graphics Resolution:		Size:	
Banner Format:	<input type="checkbox"/> PNG	<input type="checkbox"/> GIF	<input type="checkbox"/> JPEG	Banner Resolution:		Size:	
<input type="checkbox"/> New TVC Production	Production Cost:				<input type="checkbox"/> Waived	Completion Date:	
<input type="checkbox"/> New Print Ad Design	Print Ad Design Cost:				<input type="checkbox"/> Waived	Completion Date:	
<input type="checkbox"/> New Banner Design	Banner Graphics Design Cost:				<input type="checkbox"/> Waived	Completion Date:	
<input type="checkbox"/> Pre-made Print Ad	<input type="checkbox"/> Pre-made Banner Graphics	<input type="checkbox"/> Pre-made TVC		Supplied By:			

Installment Schedule

Accounting

	Total Agreed Price:	
	HST	
	Total Amount	
	Sign-in Deposit Amount including HST	
	Remaining Balance Due []-installment	