

# RAH Entertainment and Media



## Trade Contract Agreement

We recognize that our ability to market our product is enhanced when we are willing to negotiate trade dollars with potential partners. However it is important to us that we acknowledge to you the way in which we utilize this trade, and that you agree to it before we move on.

We use it this way:

- Resold (sometimes at a deep discount to face value)
- Promotional Giva-a-Ways
- Personal or Business use
- Employee Incentives
- Any way we see fit

If we accepted trade without cash we would not be in business long. So in order to provide us with the best chance of continued success while helping you stretch your marketing dollars, the following terms are necessary for negotiations.

### Barter Terms

1. 100% Trade - we will need 150% of value.
2. 50% trade or less - we will accept one to one.

### Important Note

It is necessary for dealing in good faith that an apples to apples formula is utilized...thus! ....we expect your barter value to be as good as cash. To be consistent with a customer walking into your door getting THAT day's rate. Not a rack rate that is rarely charged. We also will not use our open rate (except for one month only of advertising), we will use our 3 month or 6 month rate.

\*\*We must have coupons or certificates in hand, they can be for a specified product, service or dollar value that is used in conjunction with your current published rates consistent with pricing that "walk ins" enjoy. Like cash, your trade dollars should have no expiration date.

### Special Considerations for you from us.

1. We understand that black out dates may apply.
2. Seasonal pricing.
3. We also understand that during High Season that you may very well indeed charge the a higher rate. As long as that is what a cash paying customer would be charged, then we accept that.

This program has worked for us and those we partner with because we understand that you cannot gain back yesterday's lost sale. Likewise, we can't sell last month's advertising space. We stretch your

marketing dollars, while giving us an opportunity to show you what we can do by driving traffic to your door.

Also, we believe that if your business is like our business, once people are exposed to your product, word of mouth will generate yet more business, and I mean CASH business.

We, RAH ENTERTAINMENT AND MEDIA, hereby enter into a TRADE AGREEMENT with,

\_\_\_\_\_.

We will provide services for the above named company for trade consideration as follows

TOTAL RAH ENTERTAINMENT AND MEDIA VALUE: \$\_\_\_\_\_

In return the above named company will provide the following:

Description of Trade:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_Certificates\_\_\_\_Tickets \_\_\_\_Passes. At a value of:\_\_\_\_\_ each.

\$\_\_\_\_\_ Credit on Account Beginning date: \_\_\_\_\_ TOTAL VALUE: \$\_\_\_\_\_

Point of contact(s) for account credit arrangements through the above named company

is \_\_\_\_\_ (name), \_\_\_\_\_ (title).

Upon unavailability of person above, authorized alternate agent will be:

\_\_\_\_\_ (name), \_\_\_\_\_ (title).

This contract is hereby agreed to, and signed on \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by:

\_\_\_\_\_

Company representative

Title: \_\_\_\_\_

\_\_\_\_\_

RAH Entertainment and Media

Title: \_\_\_\_\_

## RAH Entertainment and Media

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