

Media Buying Agreement

Marketing & Advertising

Document type: Contract / agreement · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts a media-buying agreement between agency and client with discrete terms — budget authority, commission/markup, pass-through billing, approvals and liability — so money and responsibility are clear. Use it when buying media on a clients behalf. For the plan use the Media Buying Plan.

Purpose of this tool & output

Contract media buying with discrete commercial terms

How the output is used

Use the draft to contract media buying — discrete commercial terms for spend, commission, liability and reconciliation — reviewed by a lawyer.

Who receives it

The agreement is between the agency and the client (and, where relevant, the media vendor); each keeps a signed copy.

Fees & charges

Stamp duty per your state where applicable; the commission, spend-authority and reconciliation terms are the key content.

Who should vet it

A lawyer, to check the spend-authority, commission, liability and reconciliation clauses before signing.

Important cautions

AI-generated draft; a lawyer should review. Keep media spend reconciliation transparent.

Companion documents

- Master Services Agreement (MSA)
- Retainer Agreement
- Project Contract / SOW
- Freelancer / Contractor Agreement
- Marketing NDA
- Content / Creative Licensing Agreement

processes vary by state and change over time — confirm with your state authority.