

AdClub Working Agreement

AdClub is Boston University's chapter of the American Advertising Federation. In addition to other activities, we provide advertising services for a diverse portfolio of organizations. Our members apply their knowledge of advertising to help your organization meet its objectives. We work very hard to bring you the best advertisements we possibly can.

The following terms will serve as the foundation in making your relationship with AdClub a mutually-beneficial one:

1. AdClub functions on a job-based system. Approval of a submitted work-start form does not imply a contract for any work beyond the approved job. A job is defined as a single advertisement or multiple related creative executions designed to fulfill the same purpose. The number of creative executions is subject to the discretion of the Account Executive and will be discussed at the first meeting.
2. When you fill out the work-start form, please provide us with a thorough description of what you need the advertising to say and how you want to say it. Clear communication in the initial stages will ensure that our collective time is being put to best use.
3. Please provide only one contact person who will be in direct communication with the AdClub group; this person will make corrections to and ultimately approve the work AdClub does. Although many people within your organization will provide input, having a single person represent your organization helps the entire process run more smoothly and efficiently.
4. For student groups, AdClub does not usually charge for its services, however, we do ask that you allow our logo "Designed by AdClub" to be featured in small type on each publication. For our outside organizations including corporate and non-profit groups, we charge a fee (typically \$100) that will be discussed during the first meeting. Payment is due upon completion of the job.
5. In order to create the best work possible, it is imperative that your contact person makes clear and timely corrections. We will work with you to produce the best possible ads within the timeframe; this requires effort on both sides. If you encounter a problem, please contact us right away. AdClub is here to provide you with all the help we can, so do not hesitate to contact us if a problem arises. We hope this helps put AdClub into perspective, and we look forward to working with you and your organization. Please e-mail us if you have any questions.