Brand Service Agreement

Terms for advertisers running campaigns on AdRide.us

AdRide.us

Effective: 2026

DRAFT TEMPLATE -- This document is a starting template only. Have a licensed attorney review and finalize it before use.

1. The Service

AdRide.us ("AdRide", "we") operates a marketplace connecting brands ("Advertiser", "you") with vehicle drivers and professional wrap installers. AdRide matches your campaign to drivers in your target area, coordinates wrap installation and removal, and verifies the wrap is live for the campaign term.

2. Campaign Types & Pricing

Advertisers choose between two campaign formats. Prices below are the monthly advertising rate per vehicle; production and installation are separate unless stated.

- Sticker Campaign -- $200/month per vehicle. Removable branded decals on doors or rear window. Any vehicle type. No minimum term; cancel anytime. Decal production is paid separately.
- Full Wrap Campaign -- $450-$550/month per vehicle by vehicle size: Sedan / coupe / hatchback $450; SUV / cargo van / Sprinter / 20ft box truck $500; 40ft+ box truck / large bus $550. Requires a 3-, 6-, or 12-month minimum contract. Installation is separate; 6-month installment plans add 10%.

3. Payment Terms

Campaign fees are billed in advance of each service month. Sticker campaigns are month-to-month and may be cancelled anytime; fees already paid for the current month are non-refundable. Full-wrap campaigns are billed per the chosen contract term. Late payments may pause an active campaign until the balance is current.

4. Advertiser Responsibilities

You provide final, print-ready artwork and brand assets by the agreed deadline, and approve the wrap proof before production. You warrant that you own or license all artwork and that it does not infringe any third-party rights or violate applicable law.

5. Campaign Delivery & Verification

AdRide verifies each wrap with dated photo documentation at install and at agreed checkpoints. If a vehicle becomes unavailable, AdRide will make reasonable efforts to substitute an equivalent vehicle in the target area.

6. Cancellation

Sticker campaigns: cancel anytime, effective at the end of the current paid month. Full-wrap campaigns: the minimum contract term applies; early termination fees equal the remaining contracted months unless otherwise agreed in writing.

7. Liability

AdRide's total liability under this agreement is limited to the fees paid for the affected campaign month. AdRide is not liable for indirect, incidental, or consequential damages. Drivers and installers are independent participants, not employees of AdRide.

8. Term & Termination

This agreement begins when your campaign goes live and continues for the contracted term. Either party may terminate for material breach with 15 days' written notice and opportunity to cure.

9. Governing Terms

This is a draft template provided for convenience. It does not constitute legal advice. AdRide.us will finalize governing law, dispute resolution, and entire-agreement terms with counsel. Questions: contact AdRide through adride.us.