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STATE UNIVERSITY OF NEW YORK AT BINGHAMTON

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This Agreement made by and between by and between State University of New York, an educational corporation organized and existing under the laws of the State of New York, and having its principal place of business located at Carl McCallsUNY Building, Albany, New York 12246, for and on behalf of the State University of New York, Binghamton University, located at PO Box 6000, 4400 Vestal Parkway East, Binghamton, New York 13902-6000, hereinafter referred to as "University" or "SUNY", and principal place of business located at hereinafter referred to as & R Q W U D F W R U

having

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WHEREAS, the University seeks advertising revenue; and WHEREAS, Contractor is capable of providing such advertising; and

WHEREAS, Contractor has demonstrated its qualifications and ability to provide advertising in an acceptable manner, and has agreed to provide such services pursuant to the terms and conditions of this Agreement; and

WHEREAS, the University desires to enter into an Agreement with Contractor, therefore.

NOW, THEREFORE, in consideration of the mutual covenants and conditions herein set forth the parties hereto agree follows:

Contractor shall provide advertising services ("Services") as described in Exhibit B. Contractor understands and agrees that it is responsible for the performance of the services in accordance with the terms and conditions of this Agreement.

In consideration of the above, Contractor shall pay University a sum of dollars

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