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WEB SITE LINKING AGREEMENT

THIS AGREEMENT is made on the *[insert day]* day of *[insert month]* *[insert year]* ("Effective Date")

BETWEEN:

[Insert the name and address of the organisation wishing to link], ("the Proposing party")

AND

[Insert the name and address of the organisation agreeing to be linked to], ("the Accepting party")

1. Definitions

In this Agreement the following terms shall have the following meanings unless the context otherwise requires.

"Above the fold"

The portion of any web page first viewed in the window of a browser when accessed and viewable without the need to scroll down the page.

"Home or index page"

The first page of any web site that is accessed by a user entering the domain name address of that site.

"Meta Tags"

The Hypertext Markup Language (HTML) coding used by web sites to aid indexing by search services by listing selected keywords in order to display those pages when a user enters such keywords into a search service.

"Web Domain Name Address"

The text representation of a unique numerical address using the Internet Protocol address system.

Reference in this Agreement to the masculine shall include the feminine and any reference to the singular shall include the plural.

2. Outline

The Proposing party, *[insert Proposing party web site address]* wishes to link to the home or index page of the Accepting party, *[insert Accepting party web site address]*.

3. Index Page Linking

The Proposing party shall only link to the home or index page of Accepting party's web site and shall not at anytime link directly to any other page accessible through that web site so as to by-pass the home or index page without the express prior written approval of the Accepting party.

4. Linking Details and Formats

4.1 That a link from *[insert Proposing party web site address]* to *[insert Accepting party web site address]* shall be in a form agreed between the parties, whether by means of a graphic or text link.

4.2 Any graphic link should use the graphic supplied by the Accepting party, such graphic to be supplied in a format suitable for display on a web page. Should the graphic not be supplied in a suitable format the parties agree that the Proposing party shall have permission to render the graphic into a suitable previously agreed format.

4.3 Such graphic shall be of a reasonable file size and shall not exceed the file size or display dimensions of any other graphics displayed on the same web page. The graphic shall be displayed in the same or similar display dimensions to any other graphics used for linking to a third party site as displayed on the same web page.

4.4 Furthermore the graphic shall not be displayed in a manner that distorts the dimensions or colours of the graphic so as to render it difficult to view or in the case of a logo, which dilutes the identity of the logo owner or could cause confusion to the public.

4.5 Any graphic shall also be coded with a text alternative ("img alt") tag using Hypertext Markup Language (HTML) or other computer language coding producing the same result in the format "*[Accepting party web site*

address]", or such other text alternative as may be agreed between the parties.

4.6 Any text link shall be displayed in a font in keeping with the look and feel of the Proposing party web site and shall be displayed in a font size no smaller than any other text link to another third party web site as displayed on the Proposing party web site. The content of such a text link shall consist of the words "*[Accepting party web site address]*", or such other text link as may be agreed between the parties that accurately inform the user that they will be transferred to the Accepting party's web site.

4.7 Wherever possible all links from shall be placed above the fold on any web page on which they are displayed.

**Sample document – the remaining are clause headings only
Full document contains all clauses**

5. Excluded Actions

6. Agreement Period

7. Parties & Successors

8. Prior Written Approval

9. Entire Agreement

10. Jurisdiction

IN WITNESS of which the parties have signed this Agreement the day, month and year first above written.

[Insert Proposing party's Name]

[Insert name of person signing on Proposing party's behalf]

[Insert their position]

Signature: _____

[Insert Accepting party's Name]

[Insert name of person signing on Accepting party's behalf]

[Insert their position]

Signature: _____