



## Press Play Gaming Lounge – Advertising Agreement (Assumed Consent)

**Effective Date:** Upon submission of advertising form

### **Parties:**

This Advertising Agreement (“Agreement”) is entered into between **Press Play Gaming Lounge LLC** (“Venue,” “we,” “us”) and the business or individual (“Advertiser,” “you”) who completes and submits the online advertising inquiry or registration form on [pressplaylounge.com/advertise](https://pressplaylounge.com/advertise).

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### **1. Acceptance of Terms**

By submitting the advertising inquiry form and/or sending payment for ad placement, you acknowledge and agree to be bound by this Advertising Agreement. Submission of the form constitutes your digital signature and acceptance of all terms herein.

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### **2. Advertising Services**

Press Play Gaming Lounge will provide on-screen advertisement placement on one or more of its digital displays located throughout the venue. Placement duration and cost will depend on the selected package (Daily, Weekly, Monthly, Quarterly or 6 Months or Annual).

- **Display Network:** 40+ digital TV screens within the lounge, including arcade, event, and party areas.
  - **Ad Format:** Static image, animated graphic, or short video clip (10–30 seconds).
  - **Display Duration:** As defined by the purchased plan.
  - **Scheduling:** Ads will be played on a rotational basis alongside other advertisers and internal venue content.
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### **3. Advertiser Responsibilities**

Advertiser agrees to:

- Provide final ad content in the requested format (JPG, PNG, or MP4).
- Ensure that submitted materials comply with applicable laws, regulations, and community standards.

- Refrain from including any content that is false, misleading, or offensive, defaming, political or divisive.
  - Approve placement and scheduling prior to live activation when applicable.
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#### **4. Payments and Billing**

- Payment must be made in full prior to ad activation.
  - No refunds will be provided once the ad is paid for.
  - Payments are accepted via credit card, bank transfer, or other approved methods.
  - Renewal reminders will be sent for recurring advertisers 10 days before expiration.
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#### **5. Assumed Agreement and Authorization**

By submitting the form or sending advertising materials, the Advertiser:

- Confirms that they are authorized to act on behalf of the business or brand advertised.
- Acknowledges that submission constitutes full agreement to the terms of this document.
- Grants Press Play Gaming Lounge permission to display the provided ad content across all designated screens during the contracted term.

If an Advertiser does not agree to these terms, they must refrain from submitting the form or sending ad materials.

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#### **6. Content Approval and Modifications**

Press Play Gaming Lounge reserves the right to reject, edit, or remove any advertisement that violates venue policies or community standards.

Edits or design assistance requested by Advertiser may incur an additional design fee.

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#### **7. Liability and Indemnification**

Advertisers assume full responsibility for the content of their advertisements and agrees to indemnify and hold harmless Press Play Gaming Lounge, its owners, and employees from any claims, losses, or damages arising from the ad's display or content.

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## 8. Technical Interruptions

Press Play Gaming Lounge will make reasonable efforts to ensure consistent display up time. Temporary interruptions due to maintenance, power outages, or unforeseen technical issues shall not be considered a breach of this Agreement.

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## 9. Renewal and Termination

- Renewal may occur automatically upon payment or by advertiser request.
  - Either party may terminate the ad term in writing prior to renewal date, again, no refunds will be provided once the ad is paid for.
  - Once activated, ads cannot be canceled mid-term.
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## 10. Entire Agreement

This Agreement represents the entire understanding between the parties. Any updates or amendments must be made in writing and approved by both parties.

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**By submitting the advertising inquiry form or sending advertising materials, you confirm your understanding and agreement to these terms.**

*Press Play Gaming Lounge*

**Published: 11/1/2025**

**For more information or questions regarding this agreement, please email us at [info@pressplaylounge.com](mailto:info@pressplaylounge.com) or contact us at 317-939-2987.**