



## Web Eminence Pay Per Click Advertising Agreement

**One-time setup fee** includes setup of Google Adwords Advertising Account including initial keyword research, budget setting, and Campaign/Ad Groups/Ad setup, and the first 60 days of management.

**Ongoing Monthly Fee:** The ongoing monthly fee of \$79 covers monthly maintenance, tracking, optimization of your Google Advertising account with the goal of improving your overall advertising results and efficiency. The monthly payment will not begin until 60 days AFTER the one-time setup fee. After the first monthly payment, the monthly fee will continue to be charged monthly until cancellation.

**Management Fee:** In any period where over \$500 is spent in the Adwords account, a 5% management fee will be applied to the entire Adwords spend for the period in addition to the \$79 monthly payment. For example, if \$600 is spent in a period, the total payment will be \$30 (5% of \$600) + \$79 (monthly fee) = \$109 for the period. The management fee portion will be charged in the month following the period it is accrued and added to the regular \$79 monthly fee. Like the Ongoing Monthly Fee, the Management Fee will not begin until 60 days AFTER the one-time setup fee.

**Lead time:** The initial setup of a Google Adwords account OR review of an existing account will take approximately 1 week.

**Additional Advertising Costs:** Beyond the one-time setup fee and monthly fee paid to Web Eminence, the advertiser signing below will be responsible for all advertising costs paid directly to Google. Advertising costs will be managed by me using agreed upon daily and monthly budgets set within the Adwords account. The budgets can be changed anytime.

**Missed Payment:** You will be notified if payments are missed. Payments over 30 days late will result in Web Eminence ceasing to manage the account. Advertising can be reactivated upon receipt of the missed monthly payment.

**Cancellation:** The service can be cancelled at any time. No refunds for previous payments will be given. The Adwords account is owned by the client below and will remain under their control after cancellation.

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### Client Acceptance

Name:

Website Being Advertised: