



## GENERAL PURPOSE AGREEMENT

**This Agreement** is made and entered into on [Date], by and between **Auto Ad Scaling** ("Agency") and **[Client Name]** ("Client").

### 1. Purpose

The purpose of this Agreement is to establish a general understanding between the Agency and the Client for marketing, advertising, and promotional services.

### 2. Scope of Work

The Agency will provide services including, but not limited to:

- Running and managing ad campaigns on social media or other platforms
- Creating ad creatives and copywriting
- Monitoring ad performance and analytics
- Reporting campaign results to the Client

### 3. Compensation

Client agrees to pay the Agency fees as outlined in the relevant project or campaign proposal. Payments are due according to the terms stated in each proposal or invoice.

### 4. Term and Termination

This Agreement remains in effect until either party provides written notice of termination. Termination does not affect payment obligations for completed or in-progress work.

### 5. Confidentiality

Both parties agree to keep confidential any proprietary or sensitive information shared during the course of work.

### 6. Ownership and Rights

All materials created by the Agency remain the property of the Agency until payment is received in full, after which ownership transfers to the Client.

### 7. Limitation of Liability

The Agency shall not be liable for any indirect or consequential damages resulting from campaign performance or third-party actions.

#### **8. Independent Contractor**

The Agency is an independent contractor, not an employee of the Client.

#### **9. Entire Agreement**

This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or agreements.

#### **10. Signatures**

**Agency Name:** Auto Ad Scaling

**Authorized Representative:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Client Name:** \_\_\_\_\_

**Authorized Representative:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_