

## **Digital Marketing General Assumptions**

**\*Once initial campaign duration is met, contract terms will default to month to month. Client shall provide at least 30 days' written notice to cancel services.**

**\* iPoint will provide up to 3 creatives for Pay Per Click, Site Retargeting, Geo Fencing, Keyword Targeting, Behavioral Targeting, Demographic Targeting and Social Media Marketing. Additional ads may subject to additional charges or declined due to limits on campaigns.**

**\*Client guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to "iPoint" for inclusion on the ads above are owned by Client, or that Client has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend "iPoint" and its subcontractors from any liability or suit arising from the use of such elements.**

**\* All campaigns will be billed to a credit card on file.**