

QUOTATION · META ADS · FACEBOOK & INSTAGRAM

Ads That Bring You Customers

Creative, campaign setup, daily optimisation and reporting – handled end to end by Cognition Venture.

QUOTATION NO.	DATE	PREPARED FOR	VALID FOR
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Creative done for you Statics and video, made in house	Run on our ad account No setup or billing headache for you	Daily optimisation Budgets shifted where results come from	Full reporting Numbers and Meta invoice, every time
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Two Ways to Work With Us

MONTHLY PLAN · BEST VALUE From ₹10,000 per 30-day cycle • Up to 10 campaigns • 6 statics + 2 videos • Weekly updates + full report • Lowest cost per rupee of ad spend	ONE-TIME CAMPAIGN 20% of ad budget · minimum ₹6,000 • Up to 3 campaigns • 4 statics + 1 video • Full report at close • Pay once, no commitment
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- Both options cover **our service only**. The advertising budget is separate and is paid over and above the fee.
- GST is charged additionally as applicable. Ad spend is re-billed at actuals against Meta's official invoice.

Option 1 – Monthly Plan

Plan	Your ad spend per 30 days	Fee per 30 days
Starter	Up to ₹1,00,000	₹10,000
Growth	₹1,00,001 – ₹2,00,000	₹15,000
Scale	Above ₹2,00,000	₹20,000 + 10% of spend above ₹2,00,000

- One cycle = **30 days** from the date the campaign goes live. Each cycle is confirmed and paid for separately; there is no lock-in.

Option 2 – One-Time Campaign

Your ad budget	Service charge	Total payable
₹20,000	₹6,000 (minimum)	₹26,000
₹30,000	₹6,000 (minimum)	₹36,000
₹50,000	₹10,000	₹60,000
₹1,00,000	₹20,000	₹1,20,000
₹2,00,000	₹30,000	₹2,30,000

- The minimum charge of ₹6,000 covers any ad budget up to ₹30,000. Above that, the 20% calculation applies.
- Above ₹1,00,000, the charge is ₹20,000 plus 10% of the amount above ₹1,00,000.
- Campaign window is **30 days**, extendable to 45 days on request.

What Is Included

What you get	Monthly plan	One-time campaign
Campaigns	Up to 10	Up to 3
Static creatives	6 per cycle	4
Video creatives	2 per cycle (up to 30s each)	1 (up to 30s)
Ad copy	English, Bengali or Hindi	English, Bengali or Hindi
Pixel & Conversions API	Included	Included
Audience research & targeting	Included	Included
Daily optimisation	Included	Included
Lead delivery	Included	Included
Reporting	Weekly updates + full report	Full report at close
Meta invoice copy	Every cycle	At close

Additional Creatives — Rate Card

Anything beyond the creatives included in your chosen option:

Item	Charge
Additional static creative or carousel slide	₹600 each
Additional video creative (up to 30s, edited from supplied footage)	₹1,500 each
Additional revision beyond the included round	₹300 per creative
Landing page design & development	Quoted separately
On-location photo or video shoot	Quoted separately

Terms & Conditions

These terms apply to both options unless stated otherwise.

1. Ad account & access

- All campaigns run from **Cognition Venture's own Meta Ad Account**. You assign **Partner access** to your Facebook Page and Instagram account through Meta Business Manager, and we send written instructions for this.
- You are not given login credentials to our ad account. You remain the sole owner of your Page, Instagram account, website and every lead generated.
- Meta's official tax invoice for your ad spend is shared with you at the close of each cycle or campaign.
- Pixel data, audience assets and campaign history created inside our ad account remain the property of Cognition Venture and are not transferable.

2. Payment

- 100% advance.** Ad budget + fee + applicable GST are paid together before the campaign is set up.
- The campaign goes live within **2 working days** of payment clearance and receipt of all required access and approvals.
- The fee becomes **non-refundable once the campaign is live**. If the campaign is stopped early, unspent budget is refunded or carried forward; spent budget is not refundable.
- Monthly plan:** the band is set by the ad budget paid in for that cycle. A mid-cycle top-up that moves the cycle into a higher band attracts the difference in fee, payable before the top-up goes live.
- One-time campaign:** the campaign window is 30 days, extendable to 45 on request. Delivery stretched beyond 45 days attracts a fresh service charge. Any budget added after launch carries its own service charge.

- Meta charges GST on advertising spend in India. Budgets you quote are treated as **inclusive of Meta's GST** unless agreed otherwise in writing.
- No retainer, no auto-renewal, no auto-debit. Each cycle or campaign begins on fresh confirmation and payment.

3. Not included in this scope

- The advertising budget itself, paid by you over and above the fee.
- Website or landing page design, development, hosting or maintenance.
- Photography, videography or shoots, and purchase of stock footage, music licences, fonts or third-party creative assets.
- WhatsApp Business API, CRM setup, IVR or call tracking, and calling, qualifying or following up with the leads generated.
- Google Ads, YouTube Ads, LinkedIn Ads or any platform other than Facebook and Instagram.
- Organic social media posting, page management or community moderation.

4. What we need from you

- Partner access to your Facebook Page and Instagram within **2 working days**.
- Business details, offer details, pricing, logo, product photographs and any brand guidelines.
- Creative approval or feedback within **48 hours**. Delays beyond this shift the launch date without altering the fee.
- A response to incoming leads within **24 hours**, and honest feedback on lead quality so targeting can be refined.
- Confirmation that all material you supply is owned or licensed by you, and that all claims, offers and prices are truthful and legally compliant.

5. Revisions & approvals

- **One revision round** is included per creative; further revisions are ₹300 each.
- A revision means changes to text, colour, layout or supplied imagery. A complete change of concept is treated as a new creative.
- Approval by WhatsApp or email is treated as final sign-off.

6. Performance, platform risk & liability

- **The first 5 to 7 days are Meta's learning phase.** Cost per result is usually higher and less stable during this period, and early numbers are not representative of how the campaign will finish.
- **No guarantee is given on lead volume, sales, cost per lead or return on ad spend.** Results depend on the offer, pricing, competition, seasonality, landing page quality and your follow-up speed. We guarantee delivery of the services listed here, not commercial outcomes.
- Ad approval, delivery and pricing are controlled by Meta. Cognition Venture is not liable for ad rejection, platform outage, algorithm changes or account review by Meta.
- Certain industries fall under Meta's **Special Ad Categories** (credit, employment, housing, social and political issues). Targeting for these is restricted by Meta and results may differ accordingly.
- You must not request advertising that breaches Meta's Advertising Policies. If material you supply or request causes a restriction, ban or penalty on Cognition Venture's ad account or business assets, you are liable for the resulting loss and service is suspended immediately without refund of the fee.

7. Validity, confidentiality & jurisdiction

- This quotation is valid for **30 days** from its date of issue. Prices and inclusions may be revised after that date.
- These terms apply to each cycle or campaign once it is confirmed and paid for. Either party may decline to continue without penalty.
- Both parties will keep business information, pricing and campaign data confidential.
- Governed by the laws of India. Any dispute is subject to the exclusive jurisdiction of the courts at English Bazar, Malda, West Bengal.

How We Get Started

#	Stage	What happens
1	Confirm	You confirm your option, the campaign objective and your ad budget.
2	Payment	Ad budget + fee + GST paid together against a single invoice.
3	Access	You assign Partner access to your Facebook Page and Instagram.
4	Creatives	We produce the creatives and share them for your approval.
5	Launch	Campaign goes live within 2 working days.

HOW TO ACCEPT THIS QUOTATION

1
Pick your option

Reply on WhatsApp or email with monthly or one-time, and your ad budget.

2
We raise the invoice

Ad budget + fee + GST on a single invoice, payable in advance.

3
We launch

Campaign live within 2 working days of payment and access.

Cognition Venture

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This document is a quotation, not an invoice or a signed contract. It creates no obligation on either side until a cycle or campaign is confirmed and paid for.