Google Ads Fee-Change Worksheet

Use the same periods, scope assumptions and currency for each proposal. Keep media separate from management, setup, changes and required outside purchases. An unquoted requirement stays unquoted.

All completed examples below are hypothetical CAD before tax. They are teaching inputs, not Canada Create prices or market benchmarks.

Terms to settle in the fee agreement

Term	Meaning	What must be settled
Eligible media spend	The advertising amount used to calculate the fee	Accounts, dates, currency and treatment of adjustments
Fixed fee	The retainer or base charge	What work it covers and when it changes
Percentage	The rate applied to eligible media spend	Which amount it multiplies
Minimum	The lowest management charge under the formula	When the minimum applies, including pauses
Setup	One-time implementation charge	Deliverables, timing and any repeat trigger
Outside costs	Required separately priced production and licences	Amount, payee, duration and inclusions
Change charges	Additional amounts for agreed changes to the work	Trigger, approval and one-time versus recurring treatment

Shared hypothetical six-month media and scope plan

Month	Actual eligible media	State of the work
1	CAD 20,000	Initial Canadian program and setup
2	CAD 20,000	Same program and scope
3	CAD 40,000	Higher media, unchanged agreed scope
4	CAD 60,000	Canadian program plus US expansion
5	CAD 0	Full-month pause under the agreed pause terms
6	CAD 60,000	Relaunch of both markets

Hypothetical six-month cost comparison, CAD before tax

Six-month cost	Proposal A	Proposal B	Proposal C
Recurring management, including pause	CAD 35,200	CAD 26,400	CAD 23,000
Initial setup	CAD 3,000	CAD 1,800	CAD 2,400
One-time expansion and relaunch	CAD 6,300	CAD 6,300	CAD 6,300
Management-provider compensation	CAD 44,500	CAD 34,500	CAD 31,700
Separate production and licences	CAD 7,800	CAD 7,800	CAD 7,800
Comparable non-media cost	CAD 52,300	CAD 42,300	CAD 39,500
Media	CAD 200,000	CAD 200,000	CAD 200,000
Combined planned outlay, before tax	CAD 252,300	CAD 242,300	CAD 239,500

Fee decision worksheet fields

Decision field	What to record
Scenario	Spend-only increase, new market, pause, relaunch or exit
Inputs	Media amount, scope, period, currency and timing
Calculated amount	Management, one-time changes and required outside costs separately
Unresolved term	The exact clause, amount or dependency needing clarification
Scope difference	Work included in one option but absent or differently owned in another
Responsible approver	Named owner for the budget, scope or commercial decision
Decision condition	What must be answered or approved before the change can proceed

Your comparison assumptions

Evaluation period	Start: _____ End: _____
Native quote currencies	_____
Comparison currency, rate, date and source	_____
Fee base and adjustments	_____
Minimum, tier and cap rules	_____
Pause notice and replacement fees	_____
Required unquoted items	_____

Your decision record

Scenario	Calculated non-media amount	Open term or required cost	Scope difference	Approver and condition
Spend-only increase	_____	_____	_____	_____
New market	_____	_____	_____	_____
Pause	_____	_____	_____	_____
Relaunch	_____	_____	_____	_____
Exit / transition	_____	_____	_____	_____

For each scenario, retain the native-currency calculations and supporting clause. Tax, invoice timing, internal time and remaining commitments need their own treatment where applicable. Blank fields are intentionally unfinished buyer inputs, not zero amounts.