

# Master Services Agreement (MSA)

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Drafts an agency-client Master Services Agreement with each commercial term as its own input — services, term, fees, payment, IP, confidentiality, liability and termination — with SOWs to sit under it. Use it for an ongoing client relationship. For a single project use the Project Contract.

## Purpose of this tool & output

Draft an agency MSA with discrete commercial terms

## How the output is used

Use the draft to set master terms with a client — an agency MSA with discrete commercial, IP and liability terms — reviewed by a lawyer.

## Who receives it

The MSA is between the agency and the client; each keeps a signed copy, with SOWs executed under it.

## Fees & charges

Stamp duty per your state stamp act where applicable; the liability, IP-ownership and payment terms are the key commercial content.

## Who should vet it

A lawyer, to check the liability-cap, IP-ownership and termination clauses before signing.

## Important cautions

AI-generated draft; a lawyer should review before signing.

## Companion documents

- Retainer Agreement
- Project Contract / SOW
- Freelancer / Contractor Agreement
- Marketing NDA
- Media Buying Agreement
- Content / Creative Licensing Agreement

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and

processes vary by state and change over time — confirm with your state authority.