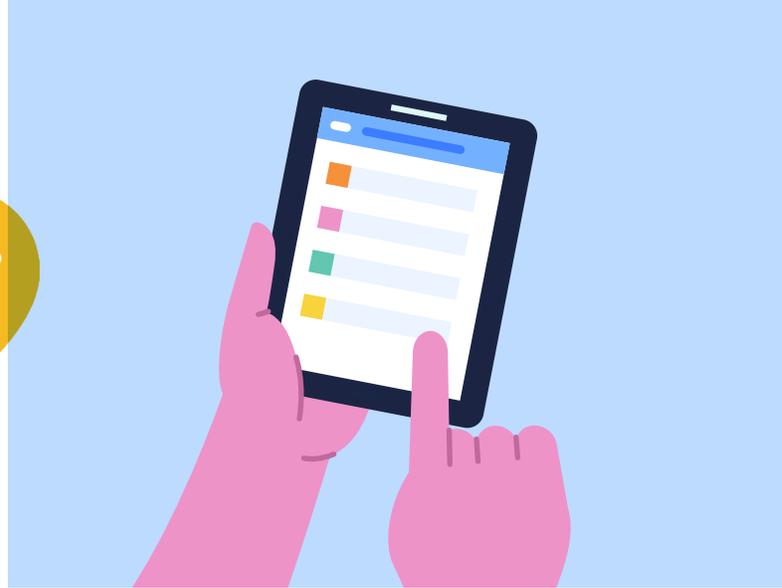


Political Agencies

How should I pay for my client's Facebook ads?



You have the option to pay for their Facebook ads using either an electronic payment method or a business credit line.

How to fund ads using an electronic payment method:

Accepted electronic payment methods include: credit and debit cards, PayPal, and direct debit (online banking). Learn more about accepted electronic methods [here](#).

1. First, make sure you're an admin of the ad account you're working on. You'll have to be one to manage an ad account's payment methods. Learn more about [ad accounts and permissions](#).
2. Make sure your ad account is not set to manual payments. Learn more about [manual payments](#).
3. Go to your [Payment Settings in Ads Manager](#).
4. Choose the payment method you want to add, fill in your information and then click Continue. Follow any additional instructions to add your payment method.

Note: These steps don't apply to accounts using manual payments. Learn more about the differences between automatic and manual payments [here](#).

How to fund ads using a business credit line:

Political agencies should utilize normal liability credit lines.

Normal liability

- Your agency uses its own credit line to pay for the ad spend you execute for your clients
- Facebook issues the invoice to your agency, and your agency is liable for the payment

Normal liability setup:

1. Make sure that your agency has a Business Manager. Learn more about setting up a Business Manager [here](#).
2. Reach out to your Facebook representative, and let them know you would like to initiate a credit application, if you don't already have one.
3. Complete the credit application in Business Manager (under Billing & Payment options).
4. In your agency's Business Manager, create an ad account for your client.
5. Allocate credit to your client's ad account. Learn more about allocate credit [here](#).