

Exhibit B: Payment Schedule

Total Project Cost:

No Charge

Payment Schedule:

Milestone	Amount	Due Date	Billing Date	Deliverables
Initial Project Kickoff and Research	\$0	Upon signing of the contract	July 1, 2024	Project kickoff, Initial research and strategy development
Completion of Comprehensive Marketing and PR Strategy Document	\$0	30 days from project start	July 31, 2024	Comprehensive marketing and PR strategy document, Detailed project timeline and key milestones
Completion of Brand Style Guide	\$0	45 days from project start	August 15, 2024	Brand style guide
Initial Advertising Campaign Materials	\$0	60 days from project start	August 30, 2024	Initial set of advertising campaign materials (graphics, videos, copy)
First Press Release and Media Pitches	\$0	75 days from project start	September 14, 2024	First press release, Media pitches
Social Media Content Calendar and Posts (First 3 Months)	\$0	Monthly for the first 3 months	July 8, August 8, September 8, 2024	Monthly social media content calendar and posts (minimum of 3 posts per week)
High-Quality Content Pieces (First Quarter)	\$0	Quarterly	September 30, 2024	At least two blog posts or articles per month, One whitepaper or case study per quarter
Event Plans and Promotional Materials for First Event	\$0	60 days before the first event	September 1, 2024	Event plans and promotional materials

Payment Terms:

- The project is being completed free of charge, so there are no monetary payments required.

- XYZ Company agrees to review and approve deliverables within 5 business days of submission.
- CoJMC will provide regular updates and ensure timely delivery of all milestones as outlined in the scope of work.

EXAMPLE