

Exhibit B: Payment Schedule

Total Project Cost:

\$20,000

Payment Schedule:

Milestone	Amount	Due Date	Billing Date	Deliverables
Initial Payment (Upon Signing of Contract)	\$4,000	Upon signing of the contract	July 1, 2024	Project kickoff, Initial research and strategy development
Completion of Comprehensive Marketing and PR Strategy Document	\$3,000	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	\$2,000	45 days from project start	August 15, 2024	Brand style guide
Initial Advertising Campaign Materials	\$3,000	60 days from project start	August 30, 2024	Initial set of advertising campaign materials (graphics, videos, copy)
First Press Release and Media Pitches	\$2,000	75 days from project start	September 14, 2024	First press release, Media pitches
Social Media Content Calendar and Posts (First 3 Months)	\$2,000	Monthly payments of \$666.67 each 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)	\$2,000	Quarterly payment of \$2,000	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	\$2,000	60 days before the first event	September 1, 2024	Event plans and promotional materials

Payment Terms:

- Payments will be made upon the successful completion and approval of each milestone.

- XYZ Company agrees to review and approve deliverables within 5 business days of submission.
- Invoices will be submitted upon milestone completion and are payable within 30 days of receipt.

EXAMPLE