



Schedule A Description of Services

Scope of work:

- 2 white papers (5 - 7 pages each)
- 2 – 3 bylined articles for industry publications (Client’s PR firm to pitch and place)
- 8 – 12 lead-generating emails (and corresponding landing page copy for each)
- 2 – 3 lead-generating letters (and corresponding landing page copy for each)
- 2 – 3 Email newsletters (approximate length: 2 pages each)
- 8 – 10 additional pages of web copy
- SEO review and maintenance throughout the year (to include quarterly meeting w/ Client)
- 5 new solution briefs
- 2 new brochures (2 – 4 pages each)
- 4 press releases (sales-driven news releases)
- Sales tools: new copy (or edit existing) for 4 – 6 telesales/marketing follow-up emails
- Lead nurturing: 4 – 6 emails/letters for suspect-nurturing campaigns + campaign strategy
- Misc. editing work: edit up to 6 – 8 short- to medium-length documents
- Case studies: 4 new case studies (2 pgs. each) & refreshing 4 – 5 existing case studies

Also included in scope of work:

1. Quarterly meeting with Client to review the following:
 - Status of all completed, pending and future deliverables
 - Search engine optimization (SEO) performance metrics and necessary SEO changes
 - Workload vs. fees paid: ensure that both Client and Gandia agree there is a fair balance between fees paid and work performed, and to review whether the list of deliverables needs to be altered in any way.
2. All other meetings, interviews and phone calls related to deliverables listed above
3. Studying any background materials
4. Further research as necessary
5. Up to two rounds of requested copy revisions per deliverable

Exclusions: Graphic design and layout work.

Travel Expenses: Any travel expenses incurred by Gandia to attend Client meetings outside of the metro Atlanta area are to be fully paid by Client.

Approximate Time to Completion: Completion of Client’s projects is guaranteed, usually within one to two weeks. Gandia will reserve several hours every week for Client’s projects.



Schedule B Compensation and Billing Provisions

(1) Compensation:

Flat monthly retainer of \$3,750

(2) Billing:

- a) Gandia will invoice \$3,750 monthly retainer on the first day of every month. Invoices are payable net 30 days.
- b) Amounts not paid within thirty (30) days from receipt of invoice shall be considered past due.
- c) Both Client and Gandia retain the right to cancel this Agreement at any time with sixty (30) days' written notice. Should the retainer relationship be cancelled by either party, Client agrees to submit the full monthly retainer to Gandia and Gandia agrees to perform and deliver an equitable amount of work during the 30-day cancellation period.

Sample Only