

## **\*\*Public Relations Service Agreement\*\***

This agreement ("Agreement") is entered into on [Date] ("Effective Date") between [Client's Name], hereinafter referred to as the "Client," and [PR Company's Name], hereinafter referred to as the "Service Provider."

### **\*\*1. Scope of Services\*\***

The Service Provider agrees to provide public relations services to the Client, including but not limited to the following:

- a. National Publicity: Guaranteed placement of press releases on prominent national media outlets.
- b. Local Publicity: Ensuring press release visibility in local and regional media channels.
- c. Social Media Syndication: Dissemination of press releases on platforms including LinkedIn, Facebook, Twitter, Instagram, YouTube, and others.
- d. Search Engine Syndication: Utilizing the seven or eight strongest search engines globally for optimal online visibility.

### **\*\*2. Term of Agreement\*\***

This Agreement shall commence on the Effective Date and continue for a period of [X] months, unless terminated earlier as per the provisions outlined in Section 6.

### **\*\*3. Deliverables and Timeline\*\***

The Service Provider shall deliver the agreed-upon services within the timeline specified in a mutually agreed-upon project plan.

### **\*\*4. Payment\*\***

The Client agrees to compensate the Service Provider according to the fee structure outlined in Exhibit A attached hereto.

### **\*\*5. Confidentiality\*\***

Both parties agree to keep confidential any proprietary information exchanged during the term of this Agreement.

### **\*\*6. Termination\*\***

Either party may terminate this Agreement with written notice if the other party breaches a material term of the Agreement.

**\*\*7. Governing Law\*\***

This Agreement shall be governed by and construed in accordance with the laws of [State/Country].

IN WITNESS WHEREOF, the Parties hereto have executed this Public Relations Service Agreement as of the Effective Date.

[Client's Name]  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

[PR Company's Name]  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**\*Exhibit A - Fee Structure\***

[List the detailed fee structure including payment milestones, amounts, and due dates.]