



PHX Gospel
Media
LLC

Advertising, Music and More

Retainer Fee Policy

When a business entrusts PHX Gospel Media with a retainer fee (\$100.00), it empowers us to act in a fiduciary capacity over all marketing and advertising responsibilities of that company. This includes creating and placing advertisements across various media platforms, such as radio, television, cable TV, out-of-home (OOH) advertising, bus stop and transit advertising, streaming platforms, social media, and any online presence related to the business. Our commitment is to elevate your company's visibility and reputation in the industry landscape.

As a client, your responsibilities to PHX Gospel Media are crucial for the effective execution of our services. You are required to provide us with access to all relevant accounts, passwords, and any pertinent information related to your business relationships. This enables us to have comprehensive insights into your interactions with other businesses or individuals, facilitating our ability to maintain or enhance your business standings.

Our monthly maintenance fee of \$150.00 is separate from the retainer fee. It covers the ongoing management of your marketing affairs across all platforms. This includes strategies to strengthen your organic traffic, proactive measures to showcase your company in a positive light, and enhancing your presence on various platforms, directories, and search engines to establish you as a premier business in your field.

While we will advise you on the need for advertising and recommend suitable platforms and formats, the financial responsibility for funding such advertisements rests with you as the client. We aim to retain ownership of all advertisements and marketing materials produced during our engagement. However, upon termination of our relationship, we will transfer ownership of relevant assets to you.

The agency-client relationship with PHXGospel Media is intended to be ongoing unless you formally request in writing to terminate our obligations as your advertising agency. We are committed to serving your marketing needs effectively and continuously strive to uphold the highest standards of professionalism and performance.

If you have any questions or require further clarification regarding our retainer fee policy, please do not hesitate to contact us.

[Signature]

[Date]