

Touchpoint Marketing Public Relations Retainer Services Guide - 2011

Touchpoint Marketing's Public Relations Retainer Service is highly effective at generating media attention for clients on an ongoing basis. To achieve this, Touchpoint Marketing provides a range of services bundled into a monthly retainer. Outlined below are the services included in the scope of the retainer and those outside the scope of the retainer.

Details of monthly public relations retainer service

Included with the monthly retainer:

- the development and distribution of press releases;
- the development of a Press Kit (excluding photography);
- the coordination of photo shoots and media interviews;
- public relations advice and coaching; and
- providing copies of press clippings at monthly PR meetings.

We recommend meeting at least once a month or fortnight (generally at the clients office) to discuss results obtained and to plan for the upcoming weeks/months.

Not included in the monthly retainer:

- graphic design services;
- large event coordination;
- photography or stock imagery;
- postage for products;
- travel outside of Brisbane (ie interstate or overseas travel expenses and flights); and
- purchasing of advertising and media clippings.

Billing

Services are invoiced monthly in arrears at the end of each month and the payment terms are 7 days from invoice date. Prices include GST and are subject to an annual CPI increase at the end of each calendar year unless renegotiated based on changing levels of support required.

Cancellations

Clients are not fixed into any contracts. However, a 30 day notice for cancellations is greatly appreciated.

Further Questions

If you have further questions regarding any aspect of the service provided please contact Rachael Williams on 0410 296 860. To view recent examples of our services or for more information, please visit our website at: www.touchpointmarketing.com.au.