

AI International [Your Company Address] AiInternational@local.com 810-224-4713

[Date]

Mahesh Account Director Skyline Media [Skyline Media's Address]

Subject: Proposal for Professional Services Retainer

Dear Mahesh,

Further to our recent discussions, AI International is delighted to extend this formal offer to engage **Skyline Media** for professional marketing services. We were very impressed with your agency's expertise and are confident that your team will be an invaluable partner in advancing our digital strategy.

This letter outlines the proposed terms for a 12-month service agreement.

Term of Engagement

This agreement is proposed for a fixed term of **12 months**, commencing on the following dates:

- **Start Date:** October 15, 2025
- **End Date:** October 14, 2026

This agreement may be reviewed for renewal 30 days prior to the end date.

Scope of Services

Throughout the engagement, Skyline Media will provide the following core services for AI International:

- **Search Engine Optimization (SEO):** Continuous execution of comprehensive SEO strategies designed to improve organic search visibility and drive performance.
- **Monthly Performance Reporting:** Delivery of detailed reports by the 5th of each month, outlining key metrics, campaign results, and strategic recommendations for the upcoming period.
- **Advertising Creative Design:** Development of compelling visual assets and copy for digital advertising campaigns across mutually agreed-upon platforms.

Compensation and Payment Terms

In consideration for the services outlined above, AI International agrees to the following compensation structure:

- **Monthly Retainer Fee:** A fixed fee of **\$1,500.00 (One Thousand Five Hundred Dollars)**.
- **Invoicing Schedule:** Invoices are to be submitted on the first business day of each service month.
- **Payment Due Date:** Payment will be remitted within **15 days** of invoice receipt.

Acceptance and Next Steps

We believe this partnership will yield significant results and look forward to a successful collaboration.

To accept this offer, please sign, date, and return a scanned copy of this letter by **October 1, 2025**. Upon receipt, we will schedule a formal kickoff meeting to initiate the onboarding process.

Please do not hesitate to contact us should you have any questions.

Sincerely,

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[Your Name] [Your Title] AI International

Accepted and Agreed by Skyline Media

By signing below, the undersigned acknowledges and accepts the terms and conditions outlined in this offer letter.

\ _____ \ **Mahesh** \ Account Director

\ _____ \ **Date**

AI International