

TRADITIONAL PR BILLING MODEL

PREDICTABILITY FOR AGENCIES

Guaranteed fees every month, regardless of results.

UNFAIR RISK

All risk is on the client. Agencies get paid either way.

TIME FOR MONEY

You pay for hours, not outcomes or impact.

NO INCENTIVE TO OUTPERFORM

Pay is not tied to results, so motivation is limited.

FEES NEVER CHANGE

Same bill whether you get coverage or not.

TRANSACTIONAL RELATIONSHIP

Traditional vendor dynamic with misaligned goals.

ACTIVITY OVER IMPACT

Focus on activity and outputs, not meaningful outcomes.

VS.

PROPER PROPAGANDA

A TALE OF TWO PR BILLING MODELS

HYBRID PR BILLING MODEL

SHARED RISK, SHARED REWARD

We have skin in the game. We win when you win.

PERFORMANCE-BASED UPSIDE

A portion of our fees are tied to real outcomes and coverage.

OUTCOMES OVER HOURS

You pay for results, impact, and media coverage.

INCENTIVE TO DELIVER MORE

We're motivated to earn more by delivering more.

COST REFLECTS OUTCOMES

Lower cost in slow months. Capped total in strong months.

PARTNERSHIP-DRIVEN RELATIONSHIP

Aligned goals. Transparency. Built on trust and accountability.

IMPACT OVER ACTIVITY

Focused on the outcomes that move the needle.

TRADITIONAL MODEL: BY THE NUMBERS

🕒	Typical Structure	Time-for-money (hourly / retainer)
📅	Example Mandate	40 hours per month
💰	Avg. Hourly Rate (US)	\$270 (market average 2026)
💰	Monthly Cost	40 hrs x \$270 = \$10,800
🕒	If No Coverage	You still pay \$10,800
📈	If 20 Top-Tier Placements	You still pay \$10,800
👤	Total Risk	100% on the client
👤	Cost vs. Proper Propaganda	up to 44% more expensive

⚙️	STRUCTURE
📅	MANDATE EXAMPLE
💰	PRICING BENCHMARK
📅	MONTHLY COST
↓	LOW PERFORMANCE MONTH
↑	HIGH PERFORMANCE MONTH
🛡️	RISK DISTRIBUTION
%	COST COMPARISON

HYBRID MODEL: THE PROPER PROPAGANDA WAY

Hybrid: base fee + performance-based upside
40 hours per month
Proprietary hybrid model
\$6,000 base + up to \$3,000 performance = \$9,000 cap
You pay only \$6,000
You pay up to \$9,000 (capped)
Shared between client and agency
~17% cheaper at full performance; much less in weak months

WHY HYBRID MODELS WIN



Aligns incentives.
We succeed when you succeed. Our goals are your goals.



More candor. Better strategy.
We're incentivized to challenge weak ideas and focus on what will actually work.



Better outcomes. Lower risk.
You pay less when results are low. You never overpay when results are high.