

The Product: Expanded Form

Indie Label

- **Consultation:** Thorough project planning with production staff. Organize the recording schedule and set goals for full-length CD sessions (10–12 songs).
- **Tracking:** Seven days of recording with professional recording engineer on world-class analog and digital equipment. Pro Tools HD 192 Accel (5 cards).
- **Mixing:** Three days and additional remix (where applicable).
- **Mastering:** “Red Book” industry-standard master.
- **CD Graphic Design:** One hour interview with professional outsource graphic designer clarifying artwork, photos, logo design, and layout (includes four-color graphics on jacket, four-color print on CD, transparent jewel case with booklet).
- **Duplication:** 1,000 CDs reproduced by national disk duplication firm.
- **Secondary Level Distribution:** Regional and local markets, college radio, “CD Baby,” “My Space,” etc.
- **Web presence:** Consult, set up, and design site in the band or artist’s name with links to resourceful sites.
- **Electronic Press Kits (Sonic Bids):** Downloadable press kits with music sample.
- **Contact Representation:** 1,000 qty. two-color high-gloss business cards, two-sided with photo/logo and contact information for artist or band.
- **Merchandise Investments:** Press posters with blank area for venue and date information.
- **Press Kit included.**