

The Product: Expanded Form

Major Label

- **Consultation:** Thorough project planning with production staff. Organize the recording schedule and set goals for full-length CD sessions (10–12 songs).
- **Tracking:** 21 days of recording with professional recording engineer on world-class analog and digital equipment. Pro Tools HD 192 Accel (5 cards).
- **Mixing:** 10–12 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, digi-pac or transparent jewel case with booklet).
- **Duplication:** 2,500 CDs reproduced by national disk duplication firm.
- **Primary Level Distribution:** International, national, regional and local markets, college radio, “CD Baby,” “My Space,” etc.
- **Web presence:** Consult, set up, and design multi-page 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:** 2,500 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, stickers, tee shirts, vinyl static adhesive logos, other products ideal for target demographic.
- **Upgraded “Eco-Wallet” Press Kit included.**