

# The Product: Expanded Form

## Press Kit

- **Consultation:** 90-minute interview with production staff to discuss recording process and setting goals for actual session.
- **Tracking:** Two days of recording with professional engineering.
- **Mixing:** One day of mixing and additional remix (where applicable).
- **Mastering:** "Red Book" industry-standard mastering.
- **CD Graphic Design:** One hour interview with professional outsource graphic designer clarifying artwork, photos, logo design, and layout (includes four-color graphics on jacket, two-color print on CD).
- **Duplication:** 100 CDs in jackets, reproduced by national disk duplication firm.
- **Tertiary Level Distribution:** 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.