

Online Retail-Marketing Package

Costs per release: Basic – Package for EU Retail Marketing = 400 € (Europe)
Germany / Austria / Switzerland = 200 €
US Retail Marketing = 200 €
REST OF WORLD = 100 €

Requirements:

Label Description Text
Artist Bios
Artist Pics
5-10 Physical Promos (to supply iTunes's editorial departments with samples)

Optional:

Videos
Merchandising Give-Aways...

Online Retail Marketing Package provides the following service options:

- Product Placements
 - iTunes: feature suggestions, editorial sampling
 - Musicload (newsletter appearances, Teasers)
 - Nokia (exclusives)
 - Junodownload (exclusive Pre-Releases)
 - Soulseduction.com: Top or Medium Banner (in combination with special price or exclusive items)
 - Ordis website & newsletter appearance
 - Press Info / Release Info (English, written by music journalist)

- Label Specials
 - Fnacmusic (e.g.: Le Label G-Stone)
 - Musicload (e.g.: Vienna Electronics)
 - iTunes occasionally
 - Juno-Download.com
 - Clickgroove
 - Groovegate
 - Junodownload
 - DJTunes
 - Beatsdigital

- Artist Specials
 - Austria: MyCokeMusic (Article, Pics, Video, Ringtones)
 - MySpace Österreich / Deutschland

Artist Charts, Playlists...

- Guest Selector on dancetracksdigital.com
- Guest Selector on beatport.com (DJ Charts)
- Artist Charts on Stompy.com
- Artist Charts on Wasabeat
- Artist Charts on Whatpeopleplay

- Release Specials
 - iTunes Features (pre-release, exclusive, give away)
 - Soulseduction (e.g. Release Nice Price Special)
 - Musicload (Aristpage, Teasers etc..)
 - Beatport.com - banners
 - Dancetracksdigital.com
 - Junodownload.com (exclusive pre-release)
 - Fnacmusic.com
 - MSN music (Electronic Department)
 - Groovegate.com
 - DJTunes.com
 - Bagpak.net

- Banners in various formats and sizes for Download Shops such as
 - Soulseduction (included in EU Retail Package)
 - Musicload
 - Wasabeat
 - Clickgroove
 - Groovegate
 - Stompy

- Ringtones (Realtones)
Realtone production & distribution to:
 - Sms.at
 - Sms.at
 - Mycokemusic.at
 - Jippii.de
 - Jippii.ch
 - Ladezone.at
 - T-Mobile
 - A1 Net
 - Vodafone Live

- VIDEOS
 - iTunes (Videopodcasts)

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online reseller distribution service

- vidzone
- social network platforms like myspace, last.fm,
- youtube

- Podcasts
 - Audio & Videopodcast creation
 - chapters with direct buying links (included in package)

Promotional (Non-Direct-Download) Music Platforms

- mycokemusic.at special
 - give aways