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## OVERVIEW OF CAMPAIGNS

(Note: Any Campaign can be customized  
to fit the Needs, Budgets & Goals of each Client)

### NATIONAL & INTERNATIONAL MARKETING & DISTRIBUTION CAMPAIGNS

#### *SILVER CAMPAIGN*

Basic National Distribution / Store / Online Promotion + Movie/TV & Foreign Push, 3000 CDs & Promotional Materials (10k Color Flyers, 1000 Posters, CD Samplers) (\$15k)

#### *GOLD CAMPAIGN*

Bigger National Distribution PLUS **National Magazine Ads & Press Campaign**, with larger Store/Online/DJ/Street Campaign, major push to Movie/TV & Foreign, 5000 CDs, *PLUS* more Promotional Materials (20k Color Flyers, 2000 Posters, CD Samplers) (30k)

#### *PLATINUM CAMPAIGN*

**(UNIVERSAL) PLUS , & National Magazine Ads, Press, more Store Promotions, more Online Promotions, Street Promotions, 6000 CDs & more Promotional Materials (50k Color Flyers, 3000 Posters, CD Samplers) (50k)**

#### *DOUBLE PLATINUM CAMPAIGN*

*Major Label National Distribution (UNIVERSAL) Plus Worldwide Distribution, Hollywood MUSIC VIDEO for TV & Web, & major Video Promotions Worldwide, & RADIO Campaign, National ADVERTISING Campaign, TV Commercials, Press Campaign, Store Campaign, Online Promotions, Street Promotions, Movie/TV Soundtrack Campaign, Worldwide Promotions, & massive Promotional Materials (100,000 Color Flyers, 5000 Color Posters, CD Samplers, & much more!) (75k)*

# DIAMOND CAMPAIGN –PLUSTOUR!MAXIMIZE POTENTIALS & OPPORTUNITIES!

## SILVER CAMPAIGN DETAILS

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

### \*\*\*\* DISTRIBUTION :

Soliciting your Product to Buyers from Stores, large & small, in all regions, getting in stores, seeking orders from more stores & leading online stores.

### \*\*\*\* PROMOTION MATERIALS :

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)  
CD Samplers for Fans : 1000 CDs  
CDs for RETAIL STORE Play (550.)  
Color Posters : 1200 for stores & Clubs(600.)  
5,000 Color Promo Cards : for Stores & Streets(200.)

### \*\*\*\* PROMOTIONS :

RETAIL STORE Promotions : promoting awareness, orders, In store play, re-orders, sending posters & CD Samplers; Two months @ 2500. + 500 mailings (5500.)

### \*\*\*\* ADVERTISING / ONLINE PROMOTIONS :

Web Promotions to Top sites; MYSPACE, YOU TUBE, & hundreds others; Ad on major site (1700.)

### \*\*\*\* MANUFACTURING :

Top Quality CDs, with Barcodes, entered with Soundscan, Ready for Stores & Online sales : 3000 units (3000) Which can sell for aver. of \$10 to make a potential \$30,000. (\$13 retail/online, 6-7 wholesale)

### \*\*\*\* MOVIE & TV SOUNDTRACK PROMOTIONS

+ FOREIGN PROMOTIONS : (950+1150=2000.)

Promoting your Music to MOVIE & TV Companies

For potential use in Soundtracks, promoting your CD & you PLUS promoting to Top Companies in EUROPE, JAPAN, CANADA, LATIN AMERICA, AUSTRALIA & more! Can lead to more Sales, Orders, deals, Shows, Press & more!

### \*\*\*\* PRESS RELEASE :

Quality Industry PRESS RELEASE written about you & your CD, Sent to Magazines, Online Sites, & more Press. (1200.)

Bigger PRESS & STORE PUSH TOURS & More!

## **SILVER PLUS**

Perfect for Artists & Labels looking to get even more!  
ALL the above Campaign PLUS Street Promotions in 10 Top Markets, Double the Promo Cards & more Posters for Promotions!

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

**\*\*\*\* DISTRIBUTION :**

Soliciting your Product to Buyers from Stores, large & small,  
in all regions, getting in stores, seeking orders from more  
stores & leading online stores.

**\*\*\*\* PROMOTION MATERIALS :**

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)  
CD Samplers for Fans : 2000 CDs  
CDs for RETAIL STORE Play (550.)  
Color Posters : 1500 for stores & Clubs (600.)  
10,000 Color Promo Cards : for Stores & Streets (400.)

**\*\*\*\* PROMOTIONS :**

RETAIL STORE Promotions : promoting awareness, orders,  
In store play, re-orders, sending posters & CD Samplers;  
Two months @ 2500. + 500 mailings (5500.)

**\*\*\*\* ADVERTISING / ONLINE PROMOTIONS :**

Web Promotions to Top sites; MYSPACE, YOU TUBE,  
& hundreds others; Ad on major site (1500.)

**\*\*\*\* MANUFACTURING:**

Top Quality CDs, with Barcodes, entered with Soundscan,  
Ready for Stores & Online sales: 3000 units (3000)  
which can sell for over. of \$10 to make a potential \$30,000.  
(\$13 retail/online, 6-7 wholesale)

**\*\*\*\* MOVIE & TV SOUNDTRACK PROMOTIONS  
+ FOREIGN PROMOTIONS : (2000.)**

Promoting your Music to MOVIE & TV Companies  
For potential use in Soundtracks, promoting your CD & you  
PLUS promoting to Top Companies in EUROPE, JAPAN,  
CANADA, LATIN AMERICA, AUSTRALIA & more!

Can lead to more Sales, Orders, deals, Shows, Press & more!

**\*\*\*\* PRESS RELEASE :**

Quality Industry PRESS RELEASE written about you & your CD,  
Sent to Magazines, Online Sites, & more Press. (1200.)

**\*\*\*\* STREET PROMOTIONS :**

Building a buzz in 10 Major cities targeted for your success;  
\$500 x 10 cities; disseminating posters, promo flyers,  
& music samplers (5000.)

\*\*\*\*\* ALL THIS FOR ONLY \$20 thousand!  
(Normally OVER \$35,000.)

NOTE: With only 5k units sold @ average \$6 per unit, you've  
ALREADY made a nice \$10k profit! 20k sold = \$120,000.00!

PLUS: With more raised as Campaign goes :  
You can do BIGGER DJ/RADIO PROMOTIONS  
Get Ads in Top Magazines & on Major TV Channels  
Do MUSIC VIDEOS & VIDEO PROMOTIONS  
Bigger PRESS & STORE PUSH TOURS & More!

## **GOLD**

Perfect for Artists & Labels looking to get even more & a Music Video!  
ALL the above Campaigns PLUS a Music Video shot in Hollywood And 3000 DVDs of the Video to  
Maximize the Exposure & Promotions!

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

**\*\*\*\* HOLLYWOOD MUSIC VIDEO :**

Quality Music Video shot in Hollywood, by experienced  
Hollywood Director, fully edited & ready for TV & promotion!  
Includes 3000 DVDs ready for Music Video shows &  
promotional purposes to promote the artist & CD! (10k)

**\*\*\*\* DISTRIBUTION :**

Soliciting your Product to Buyers from Stores, large & small,  
in all regions, getting in stores, seeking orders from more  
stores & leading online stores.

**\*\*\*\* PROMOTION MATERIALS :**

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)  
CD Samplers for Fans : 2000 CDs  
CDs for RETAIL STORE Play(550.)  
Color Posters : 1500 for stores & Clubs(600.)  
10,000 Color Promo Cards : for Stores & Streets(400.)

**\*\*\*\* PROMOTIONS :**

RETAIL STORE Promotions : promoting awareness, orders,  
In store play, re-orders, sending posters & CD Samplers;  
Two months @ 2500. + 500 mailings(5500.)

**\*\*\*\* ADVERTISING / ONLINE PROMOTIONS :**

Web Promotions to Top sites; MYSPACE, YOU TUBE,,  
& hundreds others; Ad on major site(1500.)

**\*\*\*\* MANUFACTURING:**

Top Quality CDs, with Barcodes, entered with Soundscan,  
Ready for Stores & Online sales: 3000 units (3000)  
which can sell for over. of \$10 to make a potential \$30,000.  
(\$13 retail/online, 6-7 wholesale)

**\*\*\*\* MOVIE & TV SOUNDTRACK PROMOTIONS  
+ FOREIGN PROMOTIONS : (2000.)**

Promoting your Music to MOVIE & TV Companies  
For potential use in Soundtracks, promoting your CD & you  
PLUS promoting to Top Companies in EUROPE, JAPAN,  
CANADA, LATIN AMERICA, AUSTRALIA & more!

Can lead to more Sales, Orders, deals, Shows, Press & more!

**\*\*\*\* PRESS RELEASE :**

Quality Industry PRESS RELEASE written about you & your CD,  
Sent to Magazines, Online Sites, & more Press. (1200.)

**\*\*\*\* STREET PROMOTIONS :**

Building a buzz in 10 Major cities targeted for your success;  
\$500 x 10 cities; disseminating posters, promo flyers,  
& music (5000.)

\*\*\*\*\* ALL THIS FOR ONLY \$30 thousand!  
(Normally OVER \$50,000.)

NOTE: With only 10k units sold @ average \$6 per unit, you've  
ALREADY made a nice \$30k profit! 30k sold = \$180,000.00!

## **PLATINUM**

Perfect for Artists & Labels looking to get The Full Package, including Music Video, Magazine Ads -  
TV Commercials!

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

**\*\*\*\* HOLLYWOOD MUSIC VIDEO :**

Quality Music Video shot in Hollywood, by experienced  
Hollywood Director, fully edited & ready for TV & promotion!  
Includes 5000 DVDs ready for Music Video shows &  
promotional purposes to promote the artist & CD! (22k)

**\*\*\*\* TV COMMERCIAL :**

Hot TV Commercial created by Hollywood Director for  
The Artist & Album.

TV EXPOSURE : Commercial run on top Music Video  
Channels promoting the Artist & Album! (12k)

**\*\*\*\* DISTRIBUTION :**

Soliciting your Product to Buyers from Stores, large & small,  
in all regions, getting in stores, seeking orders from more  
stores & leading online stores.

**\*\*\*\* PROMOTION MATERIALS :**

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)  
CD Samplers for Fans : 2000 CDs  
CDs for RETAIL STORE Play (550.)  
Color Posters : 1500 for stores & Clubs (600.)  
10,000 Color Promo Cards : for Stores & Streets(400.)

**\*\*\*\* PROMOTIONS :**

RETAIL STORE Promotions : promoting awareness, orders,  
In store play, re-orders, sending posters & CD Samplers;  
Two months @ 2500. + 500 mailings (5500.)

**\*\*\*\* ADVERTISING / ONLINE PROMOTIONS :**

Web Promotions to Top sites; MYSPACE, YOU TUBE,  
& hundreds others; Ad on major site (1500.)

**\*\*\*\* MANUFACTURING :**

Top Quality CDs, with Barcodes, entered with Soundscan,  
Ready for Stores & Online sales : 3000 units (3000)

**\*\*\*\* MOVIE & TV SOUNDTRACK PROMOTIONS  
+ FOREIGN PROMOTIONS : (2500.)**

Promoting your Music to MOVIE & TV Companies  
For potential use in Soundtracks, promoting your CD & you PLUS promoting to Top  
Companies in EUROPE, JAPAN,  
CANADA, LATIN AMERICA, AUSTRALIA & more!

Can lead to more Sales, Orders, deals, Shows, Press & more!

**\*\*\*\* PRESS RELEASE :**

Expanded PRESS RELEASE written about you & your CD, Sent to Magazines, Online Sites, & more  
Press. (1500.)

**\*\*\*\* ADVERTISING CAMPAIGN :**

Your choice: Either MAGAZINE Ads or TV COMMERCIALS  
On major Music Channels to impact your markets! (10000.)

**\*\*\*\* STREET PROMOTIONS :**

Building a buzz in 10 Major cities targeted for your success; \$500 x 20 cities; disseminating posters,  
promo flyers, & music (10000.)

\*\*\*\*\* ALL THIS FOR ONLY \$50 thousand!  
(Normally OVER \$80,000.)

NOTE: With only 15k units sold @ average \$6 per unit, you've  
ALREADY made a nice \$40k profit! 50k sold = \$300,000.00!

PLUS: With more raised as Campaign goes :  
You can do BIGGER DJ/RADIO PROMOTIONS  
Get Ads in Top Magazines & on Major TV Channels  
Do MUSIC VIDEOS & VIDEO PROMOTIONS  
Bigger PRESS & STORE PUSH TOURS & More!

## **DOUBLE PLATINUM**

Perfect for Artists & Labels looking to get The Full Package, including  
Major Radio, Music Video, Magazine Ads & TV Commercials!

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

**\*\*\*\* MAJOR RADIO CAMPAIGN :**

Top Radio Promoters target Radio Airplay on Commercial  
Stations nationwide, with station promotions,  
Appearances & major breakout potentials! (25k)

**\*\*\*\* HOLLYWOOD MUSIC VIDEO :**

Quality Music Video shot in Hollywood, by experienced  
Hollywood Director, fully edited & ready for TV & promotion!  
Includes 5000 DVDs ready for Music Video shows &  
promotional purposes to promote the artist & CD! (22k)

**\*\*\*\* TV COMMERCIAL :**

Hot TV Commercial created by Hollywood Director for  
The Artist & Album.

TV EXPOSURE : Commercial run on top Music Video  
Channels promoting the Artist & Album! (12k)

**\*\*\*\* DISTRIBUTION :**

Soliciting your Product to Buyers from Stores, large & small, in all regions, getting in stores, seeking  
orders from more  
stores & leading online stores.

**\*\*\*\* PROMOTION MATERIALS :**

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)

CD Samplers for Fans : 2000 CDs

CDs for RETAIL STORE Play (550.)

Color Posters : 1500 for stores & Clubs (600.)

10,000 Color Promo Cards : for Stores & Streets (400.)

**\*\*\*\* PROMOTIONS :**

RETAIL STORE Promotions : promoting awareness, orders,

In store play, re-orders, sending posters & CD Samplers;

Two months @ 2500. + 500 mailings (5500.)

**\*\*\*\* ADVERTISING / ONLINE PROMOTIONS :**

Web Promotions to Top sites; MYSPACE, AllHipHop,  
HipHopSite, & hundreds others; Ad on major site (1500.)

**\*\*\*\* MANUFACTURING :**

Top Quality CDs, with Barcodes, entered with Soundscan,

Ready for Stores & Online sales : 5000 units (5000)

**\*\*\*\* MOVIE & TV SOUNDTRACK PROMOTIONS**

+ FOREIGN PROMOTIONS : (2000.)

Promoting your Music to MOVIE & TV Companies

For potential use in Soundtracks, promoting your CD & you

PLUS promoting to Top Companies in EUROPE, JAPAN,

CANADA, LATIN AMERICA, AUSTRALIA & more! Can lead to more Sales, Orders, deals, Shows,  
Press & more!

**\*\*\*\* PRESS RELEASE :**

Quality Industry PRESS RELEASE written about you & your CD,  
Sent to Magazines, Online Sites, & more Press. (1200.)

**\*\*\*\* STREET PROMOTIONS :**

Building a buzz in 10 Major cities targeted for your success;

\$500 x 10 cities; disseminating posters, promo flyers,  
& music (5000.)

\*\*\*\*\* ALL THIS FOR ONLY \$70 thousand!

(Normally OVER \$95,000.)

NOTE: With only 15k units sold @ average \$6 per unit, you've  
ALREADY made a nice \$40k profit! 50k sold = \$300,000.00!

PLUS: With more raised as Campaign goes :

You can do BIGGER DJ/RADIO PROMOTIONS  
Get Ads in Top Magazines & on Major TV Channels  
Do MUSIC VIDEOS & VIDEO PROMOTIONS  
Bigger PRESS & STORE PUSH TOURS & More

# **DIAMOND**

Perfect for Artists & Labels looking to get The Full Package, including Major Radio, Music Video, Magazine Ads & TV Commercials!  
PLUS More Promotional Materials & Push!

Total PRO CAMPAIGN led by TOP INDUSTRY PROS including:

**\*\*\*\* MAJOR RADIO CAMPAIGN :**

Top Radio Promoters target Radio Airplay on Commercial Stations nationwide, with station promotions, Appearances & major breakout potentials! (25k)

**\*\*\*\* HOLLYWOOD MUSIC VIDEO :**

Quality Music Video shot in Hollywood, by experienced Hollywood Director, fully edited & ready for TV & promotion!  
Includes 5000 DVDs ready for Music Video shows & promotional purposes to promote the artist & CD! (22k)

**\*\*\*\* TV COMMERCIAL :**

Hot TV Commercial created by Hollywood Director for The Artist & Album.  
TV EXPOSURE : Commercial run on top Music Video Channels promoting the Artist & Album! (12k)

**\*\*\*\* DISTRIBUTION :**

Soliciting your Product to Buyers from Stores, large & small, in all regions, getting in stores, seeking orders from more stores & leading online stores.

**\*\*\*\* PROMOTION MATERIALS :**

Pro CD Singles for DJs/RADIO : 250 CD Pros (\$250.)  
CD Samplers for Fans : 2000 CDs  
CDs for RETAIL STORE Play (550.)  
Color Posters : 1500 for stores & Clubs (600.)  
10,000 Color Promo Cards : for Stores & Streets (400.)

**\*\*\*\* PROMOTIONS :**

RETAIL STORE Promotions : promoting awareness, orders, In store play, re-orders, sending posters & CD Samplers;  
Two months @ 2500. + 500 mailings (5500.)

**\*\*\*\* ADVERTISING / ONLINE PROMOTIONS :**

Web Promotions to Top sites; MYSPACE, AllHipHop, HipHopSite, & hundreds others; Ad on major site (1500.)

