



# Lamon Records

*A Premier Indie Label and Entertainment Company Since 1962*

**Now WHAT?**

# So, You've Made a Record

Often times a new artist will go in the studio, record an album, single, or EP without the slightest clue about how they're gonna market and promote their music.

They wake up with boxes of CDs under their bed or mp3 file on their phone with no support or marketing plans for how to get the exposure they need to reach and develop an audience for their music.

It's the classic...

**Now WHAT?**



# The Label

***That's where we can help!***



*IODAlliance/Orchard with strategic partner Sony Music Entertainment*

With over 60 years in the music industry, **Lamon Records Nashville** is a well respected major indie record label with a solid worldwide distribution network.



We're focused on new artist development, and we have the knowledge, contacts and experience to guide you through the process.



# Photos & Packaging

**First thing you need after a great sounding master, is a GREAT LOOKING PHOTO.**

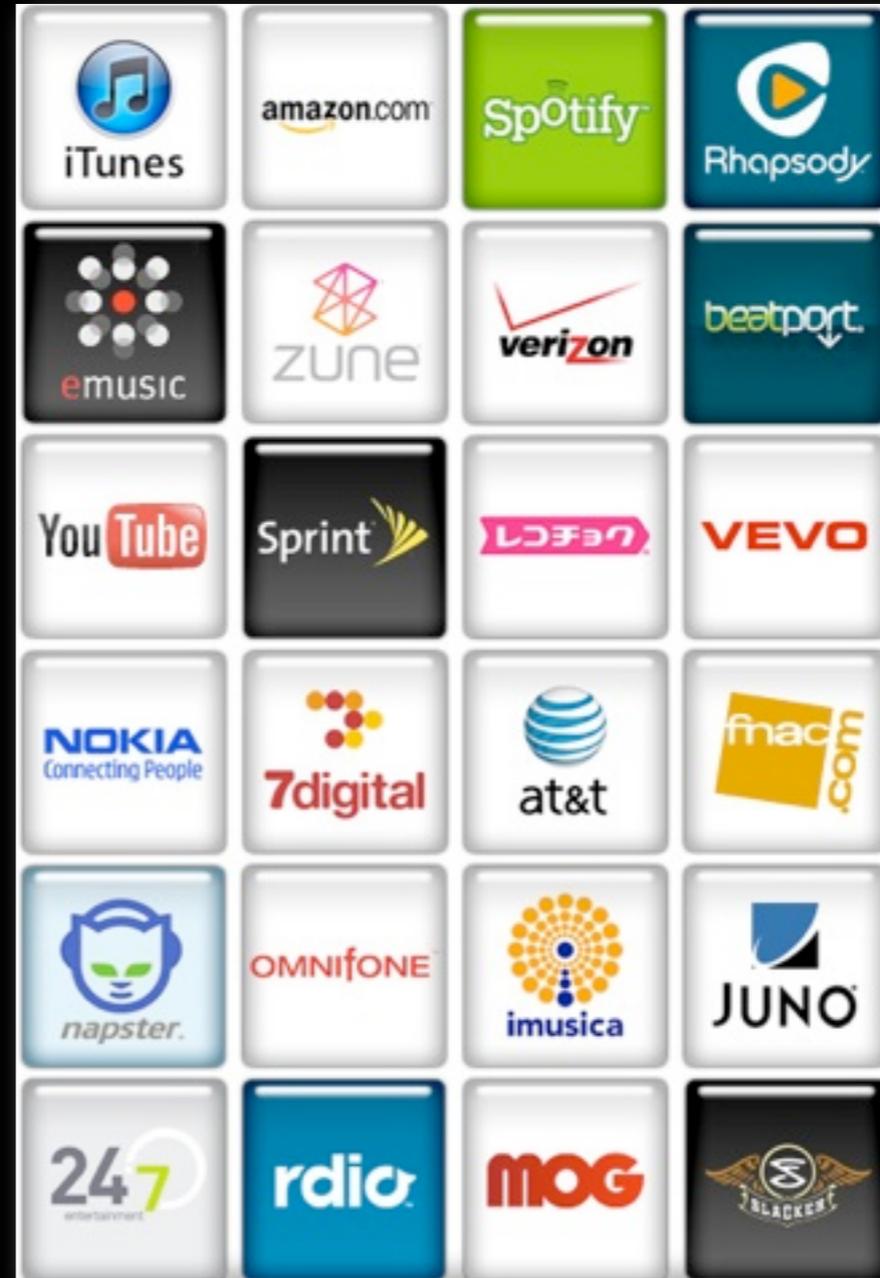
Let's face it, the world today is image driven. Branding is everything. And to compete in the marketplace, you have to look the part.

We can help match you with top quality entertainment photographers here in Nashville. Or if you know a good one in your hometown - that's perfect. We can guide you through the questions to ask, specifications you'll want to follow, and the formats you'll need for a multitude of uses down the line.

# Distribution

Our music distribution network is current, up-to-date and growing everyday. We now service the largest outlets for music in the US and around the world. Digital downloading is the fastest growing outlet for music today, and we've been on the cutting edge since the beginning of the revolution in 2004.

Physical CD outlets are closing every day, so it's important to look beyond the brick-and-mortar model of the past. **The future is here...** and we've got you covered with all the latest media delivery technologies to market your music to an information world today - and tomorrow.



# The Radio Single

Now that you have a great sounding master, good-looking brand package, and worldwide distribution in place, it's time to test the waters at radio.

**Radio is still vital to breaking a new artist in the marketplace.**

Working with our staff, and a short list of top quality indie promoters, we can guide you through the minefields of radio promotion.

Tracking *All Music Chart*, *Music Row*, *Indie Aircheck*, *Billboard* and other national and indie charts, as well as genre specific ones like *Singing News*, *Americana*, *Texas Music Charts*, and others, we can help you reach the airways.



# Tracking Royalties



## Artist Royalties

We work with Sound Exchange to collect statutory performance royalties for all our music artists, assuring you're registered to collect your share of the \$1,003,000,000 they've paid to date for streaming online music plays.



## Songwriter Royalties

Working with BMI or ASCAP, we'll make sure your original songs are registered to collect any performance royalties you have coming from radio and television.

# Music PR & Marketing



We maintain relationships with entertainment journalists, music publicists and others in the media.

Using one sheets, press releases, feature articles and more, we spread the word about you and your music to anyone who will listen... all geared towards driving sales and awareness of you and your music.



## Social Media

We prepare effective and targeted viral marketing strategies to grow your audience by capitalizing on the power of social networks, entertainment blogs, media sharing sites and more.

# The Music Video

**The music business today is as much visual as it is musical.**

Another branding opportunity is to produce a top quality music video.



We shoot all our label videos using the Arri Cinematic Camera for the look and feel of film.

Performance Video | Storyline Video | Lyric Video | EPK Interview

***After all... we're an award winning motion picture production company too!***



# Live Performances

**With a GREAT new recording and SUCCESSFUL music marketing campaign in full swing, offers for live performances should come your way...**

Though we're primarily a record label, you can always lean on our experience to help you navigate touring, concert and other live performance opportunities. Plus we sometimes offer live venue showcases to support your music.

## **Music - It's All Entertainment**

We're always looking for ways to expose our artists to multimedia, cross marketing opportunities in motion pictures, television, internet, gaming and other entertainment content.

# Radio Promotion Rates

## RADIO PROMOTION

You'll find our rates are very competitive compared with other comparable promoters in Nashville.

“Life of the Record”

Typically 18-24 Weeks

\$3,500 per Campaign

CALL US TODAY!

615.379.2121

**Let's hear what you've got!**

*Then, we'll discuss your music goals.*

Lamon Records is a leader in results driven radio promotion for label, indie and established artists.

We take a customized approach when promoting artists and records to radio, including:

- Consultation
- Strategy Development
- Song Review and Selection
- Music Serviced to Radio, Press, and Music Media
- eBlast to Programmers
- Follow up with Program and Music Directors
- Chart Tracking



# Other Promo Rates

## CATALOG & DISTRIBUTION

Much more than a CDBaby or Tunecore type aggregator, why not take advantage of our full worldwide distribution team through Sony Music Entertainment.

Single = \$500 | EP = \$1,000 | Album = \$1,500

## ARTIST PR & MARKETING

We design marketing plans to reach the broadest audience for you and your music.

Plans starting at \$1,000

## VIDEO PRODUCTION

There's a number of variables when considering a music video. Here's a range of rates based on different types of visual media.

Simple Performance Video = \$3,500 - \$4,500

Concept Storyline Music Video = \$8,000 - \$15,000

Lyric Video (stock footage) = \$1,500 - \$2,500

Artist Interview EPK = \$1,000 - \$1,500

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615.379.2121



## Lamon Records Nashville

Tel: **615.379.2121**

