



## WHO WE ARE

**Ibillion Music: Consulting** is a music industry consulting division that offers advice and knowledge.

### **Consulting Services**

- Brand design and marketing strategy consultation as well as consultation for general business and marketing in the music industry, business planning, legal, royalty, marketing, industry advice, market research.
- Information sessions: **R400 per hour**
- Market research and strategy development: **R650 per hour**
- Workshops and corporate training: see **The Music Business Academy, [www.mbac.co.za](http://www.mbac.co.za)**

**Ibillion Music: Marketing** is a marketing agent which provides consulting, strategy and promotions specialised in music artist promotional development. We provide music business consultation and an array of advertising, signage, video, internet and other promotional products for your label or artist.

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## PRESS KIT PACKAGES

The press kit packages provide a compact solution for any budding or established artist. They all include brand design and strategy, photography, and graphic design for your kit content. Content pieces include biographies, fact sheets, print interviews, press releases, retailer information, event technical details, riders, magazine articles, artist profiles, promotional videos, print adverts, radio adverts, etc. If you haven't recorded your music, check out Shaw Music Studios at [www.smstudios.co.za](http://www.smstudios.co.za).

### **PUBLICITY KIT 1, Beginner: R2000**

- 20 CD Samplers (CD slim case, CD disc, one sided prints) with biography, portfolio and pictures (PDF format)

### **PUBLICITY KIT 2, Introductory: R3500**

- 20 Press kits (CD case, CD disc, one sided prints) with 7 content pieces (excluding promotional video)
- 20 CD Samplers (CD slim case, CD disc, one sided prints)

### **PUBLICITY KIT 3, Intermediate: R5500**

- 500 Business cards, single side prints
- 20 Press kits (DVD case, CD disc, one sided prints) with 7 content pieces (in PDF format including promotional video)
- 20 CD Samplers
- 20 A3 Posters, full colour



**PUBLICITY KIT 4, Professional: R17000**

- 1000 Business cards, double side prints
- 40 Press kits (DVD case, DVD disc, double sided prints) with 10 content pieces (including promotional video)
- 40 CD Samplers
- 20 A2 Posters, full colour
- 1 Print advert (Jpeg format, 300 dpi)
- 1 Radio advert

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## **SOCIAL NETWORK/INTERNET PACKAGES**

Ibillion offers a product package that sets up your online social network and links these profiles for an effective internet strategy. Note that you will at least need to have a biography/information, CD with your songs, some photographs/artwork and perhaps a simple video in order to effectively put together a social network campaign\*. These are put together for the press kit packages above or individually using the pricing below. We will tag your MP3s and format your photos for you. Since you grow, you can just upgrade your kit by paying the difference between the two prices, at the rate of the latest price list. You can also have us update your status at a maintenance fee. Compliment this kit by also getting us to design a website for you that integrates all your social networking!

**INTERNET KIT 1, Beginner: R800**

- Social network presence, supply 1 song and a photo\* (Twitter, Facebook)

**INTERNET KIT 2, Introductory: R1300**

- Social network presence, supply 2 to 3 songs and a few photos\* (Twitter, Facebook, Myspace)

**INTERNET KIT 3, Intermediate: R1800**

- Social network and retail presence, supply 4 to 7 songs and several photos\* (Twitter, Facebook, Myspace, Boostindependentmusic)

**INTERNET KIT 4, Advanced: R2300**

- Social network and retail presence, supply 8 to 9 songs, several photos and a video\* (Twitter, Facebook, Myspace, Boostindependentmusic, YouTube, Flickr)

**INTERNET KIT 5, Professional: R3100**

- Social network and retail presence, supply 10 to 12 songs (album), several photos and some videos\* (Twitter, Facebook, Myspace, CDbaby, YouTube, Flickr)

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## **PRICE LIST GUIDE**

Promotional tools can be produced separately from the packages given above for your convenience and flexibility. **R250 per hour.**

**Graphic Design**

- Kit covers, CD covers and inlays, CD labels, posters, fliers, print adverts, website graphics (about 1 hour per item)
- Graphic design can be done by an Ibillion designer or outsourced to another graphic designer (probably at a higher cost)

**Content Writing, Editing and Proofing**

- Biographies, fact sheets, print interviews, press releases, retailer information, event technical details\riders, magazine articles, artist profiles (Word and PDF formats)

**Business Cards and Packaging Media**

- Request a quote
- Business cards, DVD/CD cases & discs, fliers, posters



***Press Kit Features***

- CD Autorun and Menu

***Photography***

- Photos are taken to be used in graphic design, included in press kits, social networking sites etc.

***Website Design***

- Page scripting & website maintenance
- Hosting quoted upon order and subject to ISP prices.

***Digital Promotional Services***

- Social networking and online retail management

***Promotional Digital Videos***

- Filming & editing
- Promotional video clips, interviews and photovideos



**TERMS AND CONDITIONS**

By signing in the space provided below, the client hereby agrees to the hiring of Ibillion Music for the following services: \_\_\_\_\_  
the total payable by the client to Ibillion Music shall be R \_\_\_\_\_, excluding VAT (if applicable) payable as set out in our general terms of service, as follows:

1. A quote must be signed and a 50% deposit made before commencement of work.
2. All artwork and content must be signed and approved before delivery to the printer.
3. Full balance must be paid before client takes delivery of materials or before uploading data.
4. In consultation, payment must be made in full to confirm bookings.
5. In consultation, the client's private information is confidential.
6. Hours booked which are partially or fully unused are billed for in full without 24 hours notice of cancellation.
7. Motor vehicle travel costs are billed for at AA rates.

Contact Details:

Cell Number: 083-498-1807  
Fax: 086-554-6364  
E-mail: info@ibillion.com  
Website: www.ibillion.com

Postal Address:

Ibillion Music  
P.O. Box 73101  
Fairland  
Johannesburg  
2030

Banking Details:

Acc Name: IBILION MUSIC  
Acc. Number: 62112259959  
Acc. Type: CHEQUE  
Bank: FNB  
Branch Code: 254905  
Reference: *Use invoice number or name*

