

January 2009

Ibillion Records cc T/A Ibillion Music  
Reg. No.: CK 2006/127489/23  
Member: Jonathan G. Shaw

# Ibillion

## BUSINESS DESCRIPTION

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

## PROMOTION PACKAGES

The promotion packages provide a compact solution for any budding or established artiste. 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, artiste profiles, promotional videos, print adverts, radio adverts, etc. For those that include website design, we will assist you in obtaining a domain name and setting up the hosting. If you haven't recorded your music, check out Shaw Music Studios at [www.smstudios.co.za](http://www.smstudios.co.za).

**A3 Poster**

**Interactive CD Press Kit**

**DVD Case**

**Business Cards**

**The Press Kit Package**

**Website**

Only from  
**Ibillion**  
Music Marketing  
[www.ibillion.com](http://www.ibillion.com)  
083-498-1807

**PUBLICITY KIT 1, BEGINNER: R1200**

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

**PUBLICITY KIT 2, INTRODUCTORY: R2400**

- 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: R4300**

- 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
- 7 Page website
- 20 A3 Posters, full colour

**PUBLICITY KIT 4, PROFESSIONAL: R12000**

- 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
- 14 Page website
- 20 A2 Posters, full colour
- 1 Print advert (Jpeg format, 300 dpi)
- 1 Radio advert

Please note: domain/hosting costs and website maintenance are not included in Publicity Kit packages. Price subject to changing printing costs.

---

**PRICE LIST GUIDE**

Promotional tools can be produced separately from the packages given above. For your convenience, use the guide below to estimate the cost of the service before obtaining a quote from us.

**Consulting Services**

- Brand design and marketing strategy consultation (compulsory with any deliverable selected) as well as consultation for general business and marketing in the music industry, business planning, legal, royalty, marketing, industry advice, market research
- Information sessions: **R250 per hour**
- Market research: **R420 per hour**
- Workshops and corporate training: **see [www.mbac.co.za](http://www.mbac.co.za)**

**Graphic Design: R170 per hour**

- Kit covers, CD covers and inlays, CD labels, posters, flyers, 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: R170 per hour**

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

**Business Cards:**

- Printing quoted upon order and subject to printer prices. At time of writing R370 per 500.

**Packaging Media:**

- DVD Case: R160 for 20.
- CD Jewel Case: R110 for 20.

- CD Slim Case: R85 for 20
- CD Discs: R260 for 100

**Press Kit Features: R150 per hour**

- CD Autorun and Menu

**Printing Costs**

- Printing quoted upon order and subject to printer prices, all quoted prices are correct at time of writing.
- CD front cover (single sided) and CD label: R260 for 20
- DVD cover (double sided) and CD label: R310 for 20
- Generic A3 poster design, full colour: R260 per 20
- Generic A2 poster design, full colour: R2400 per 20
- Flier design and printing upon request

**Photography: R170 per hour**

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

**Website Design**

- Page scripting: **R170 per hour**
- Website maintenance: **R170 per hour**
- Hosting quoted upon order and subject to ISP prices. At time of writing R50 per year for .co.za registration and R100 per month for 1000Mb website through Hetzner (Pty) Ltd.

**Promotional Digital Videos**

- Filming and editing: **R170 hour** (3:30 video costs about R1400)
- Promotional video clips and interviews

**TERMS AND CONDITIONS**

1. A quote must signed and 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.
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  
E-mail: info@ibilion.com  
Website: www.ibilion.com

Postal Address:  
Ibilion Music Marketing  
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