

POWDERFINGER *promotions*

“nurture the urge”

THE POWDERFINGER STORY

Since being founded in October 1994 by David Avery, Powderfinger has come to be regarded as a top indie music promotion firm with ties across North America and into Europe. Powderfinger has experienced success with radio promotion, publicity, and tour support, and offers integrated viral promotions. We have relationships with over 600 College, AAA, Americana, Jazz, and Jamband stations across the U.S. and Canada, including terrestrial, satellite, and internet radio, plus thousands of press contacts. Powderfinger was also voted the College Radio Promoter of the Year for 2007 & 2008 at the New Music Awards. We also regularly succeed at getting various types of new releases on national radio charts, and reviews in magazines and blogs across the country and abroad.

The average American company devotes 40% of their budget to promotion and marketing. But unfortunately, musical artists become so busy putting energy, time, and money into the songwriting and recording process that sometimes they forget that having a great new collection of songs can be fruitless without a plan to get that music out to the general public. At Powderfinger Promotions we utilize the skills, contacts, and work ethic that we've developed over the last several years to help artists get their music heard and read about via traditional and new media.

RADIO—AAA, Americana, College, Jamband, Jazz, Folk & New World

We promote to terrestrial, satellite and internet radio stations. Examples of acts we've promoted are **311** (#12 CMJ), **The Bad Plus** (#1 CMJ Jazz CD of 2007), **Bim Skala Bim** (#12 CMJ), **Blind Boys of Alabama** (#1 CMJ, #5 FMQB), **Bob Schneider** (#3 CMJ), **Chuck Prophet**, **Dresden Dolls** (#22 CMJ), **Esperanza Spalding** (#1 CMJ Jazz & JazzWeek), **Girls, Guns & Glory** (#8 AMA), **Gov't Mule** (#1 Relix), **India.Arie** (#3 CMJ), **Janis Ian** (#3 CMJ), **Keller Williams** (#2 CMJ), **Leftover Salmon** (#1 Relix), **The Mystix** (#19 AMA), **Sixpence None The Richer** (#14 CMJ), **Slightly Stoopid** (#1 Relix), **Stanley Clarke**, **Steve Winwood** (#2 FMQB), **String Cheese Incident** (#3 CMJ), **Widespread Panic**, and many, many others.

OUR STRENGTHS

- Solid and friendly relationships with college, AAA, Americana, Jazz, Jamband, and New World **music directors & djs** developed through the phone, email, conferences, viral promotions, and station visits
- Success in **charting** new releases
- Diligence in reaching and effecting radio staff
- Background in Radio, Music, and Business
- **Tour Support** via Radio
- Thorough working **knowledge** of Radio and the music business in general
- **Team focused**—Strong ability to work with labels and artists

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MAIN FOCUS: Promoting new releases to College, AAA, Americana, Jamband, Jazz, and New World radio stations nationally and/or regionally.

CLIENTS: Includes 311, Accurate Records, Allan & The Alligators, Amy Correia, Amy Fairchild, Anne Heaton, Adam Cohen (Leonard's son), Amy Ray, Bim Skala Bim, Bobby Previte, Booker T. Jones (with The Roots), Bootsy Collins, Charlie Hunter Trio, Christian McBride, Chuck Prophet, Christian McBride, Columbia Records, Concord Records, Conspirator, Dave's True Story, Deep Blue Something, Disco Biscuits, Dr. Banjo, Drive-by Truckers, Esperanza Spalding, Freekbass, Galactica, The Gourds, Gov't Mule, Greyboy Allstars, Karl Denson's Tiny Universe, Keller Williams, India.Arie, Jacob Fred Jazz Odyssey, Janis Ian, Jim's Big Ego, John Brown's Body, Jucifer, Keller Williams, Leftover Salmon, Maceo Parker, Medeski Martin & Wood, Michelle Malone, Michelle Shocked, Moe., Morgan Heritage, The Peasants, Pete Weiss, Q-Division Records, Rachael Sage, Ramona Silver, Rick Danko, Robert Randolph, Rustic Overtones, Sam Shaber, Schleigho, Sheila Nicholls, Bob Schneider, Sixpence None The Richer, Skerik's Syncopated Taint Septet, The Slip, Slobberbone, Sonia Dada, Stanley Clarke, Steve Winwood, Stone Coyotes, String Cheese Incident, Steady Earnest, Teddy Goldstein, Universal Records, Warren Haynes, Widespread Panic, Yonder Mountain String Band, and hundreds of others.

SERVICES: At the end of each week of promotion/tracking we will issue a report that assesses your status at relevant radio stations. Based on these reports, we offer advice and assistance to clients regarding the best approach to capitalizing on airplay.

CONDITIONS: Four weeks minimum; at least half paid upfront.

TIME: We recommend at least eight weeks of promotion for an album release, and at least six weeks of promotion for an ep. We do not promote stand-alone singles to radio.

GUARANTEES: No one can guarantee how much airplay a release will receive, but we do guarantee that we'll make our best effort to contact each relevant music director on your behalf. Response rates from radio tend to be around 20%-40%, but can vary. Reports are sent weekly.

Mailing: Rates do not include postage/packaging, which is normally handled by the record label and/or band. Powderfinger provides peel-off address, return address, and Add Date labels. Powderfinger can also handle the mailing for you for \$4.50/package. There is a \$6.50 postage surcharge per package for shipments going outside of the U.S. (if there are any).

Digital Delivery: While digital delivery is still not universally accepted at radio, some radio stations have warmed up to the idea and we will make some or all of your tracks available to radio digitally.

RATES: College Radio—Full National Promotion to about 400 College radio contacts
Option 1: \$325/week, 4 weeks minimum.
Option 2: \$2,275 for 8 weeks (or 8 weeks for the price of 7).

Powderfinger's Select National College Radio Promotion to Powderfinger's approximately 300 best College radio contacts. Cost: \$1,400 for 6 weeks. We may

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also include all college radio stations within the artist's region—Northeast, West Coast, etc.

Regional College Radio Promotion 1 region of the U.S., such as Northeast, Southeast, etc. Cost: \$175/week, 4 weeks minimum.

AAA and/or Americana Radio

Option 1: \$325/week, 4 week minimum.

Option 2: \$2,275 for 8 weeks (or 8 weeks for the price of 7).

(Americana Radio promotion without AAA included costs \$300/week or \$2,100 for 8 weeks). There are approximately 126 AAA radio contacts and approximately 130 Americana contacts. AAA and Americana combined adds up to approximately 200 contacts due to the fact that some stations play and report airplay for both formats.

Jamband Radio promotion serves approximately 135 Jamband radio contacts that includes specialty shows, along with stations that are receptive to the music for general airplay. Cost for Jamband Radio Only: \$300/week, 4 week minimum.

New World Radio promotion serves approximately 170 new world radio contacts that includes specialty shows, along with stations that are receptive to the music for general airplay. Cost for New World Radio Only: \$300/week, 4 week minimum.

Full Jazz Radio: We also promote new releases to approximately 300 progressive Jazz radio contacts that report to CMJ and/or Jazzweek.

Option 1: \$300/week, 4 week minimum.

Option 1: \$2,100 for 8 weeks (or 8 weeks for the price of 7).

Select Jazz Radio 200: Promotion to Powderfinger's approximately 200 best Jazz Stations. Cost: \$1,400 for 6 weeks.

Powderfinger had the #1 Jazz CDs of the year @ CMJ 3 years running!

Radio Promotions that are appropriate for more than one of the above station type are not double or triple priced, but will take on only the cost of the more expensive package.

Radio contact: radio@powderfingerpromo.com

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PUBLICITY—Reviews, Gigs, and Viral Maximization

Powderfinger Publicity has worked with a broad range of artists from around the country, including **The Asteroid No.4**, **Bernie Worrell** (Talking Heads, Parliament-Funkadelic), **Big Funk** (Joe Lavano, Freddie Hubbard, Roy Hargrove), **Deep Blue Something**, **The Fisher Brothers** (Heart), **Girls Guns & Glory**, **Greg Ginn** (Black Flag), **Jim's Big Ego**, **Jimmy Destri** (Blondie), **The Quarter After**, **Lipbone Redding**, **Matt Angus**, **Melodrome**, **Tim Reynolds** (Dave Matthews Band), and hundreds of others.

NEW RELEASE REVIEWS

Publicity Prep - Complete evaluation including analysis and recommendations for your Web presence, Biography, Use of social media, and your One-sheet. This includes:

- How to make it easy for press, DJs, booking contacts, and fans to reach you.
- What critical pieces of information should you have on your website and how can your website be improved.
- Are you maximizing cross platform branding?
- Does your artist bio put you in the best light?
- Evaluation of current tools you're using for streaming music.
- Review of social media interactions and provide recommendations on how to improve your use of social media tools to effectively increase fan engagement.

Physical Press Kits with Proactive Followup – Includes writing a Press Release, professional printing of 8x10 Publicity Photos, and mailing a physical Press Kit with CD and other materials to contacts, followed by 90 days of proactive followup. Followup with press contacts involves individual personalized communication including: a *customized pitch* for your album, *streaming music*, *embedded album art*, and *embedded video* when applicable.

E-Blast - Includes creating a marketing email for the artist including—Press Photo (provided by client), streaming link (provided by client), video (provided by client), and marketing pitch. This will be sent electronically to approximately 500 indie press contacts with the goal to obtain reviews/coverage for a new release. Powderfinger's publicity team with follow up with all contacts who express interest in learning more about the client.

Reporting - Clients will receive a comprehensive report of activity after each follow up and a final report including all press quotes obtained and all items completed for the client.

Pricing

20 physical press kit contacts + E-Blast: \$1,059

30 physical press kit contacts + E-Blast: \$1,349

40 physical press kit contacts + E-Blast: \$1,549

50 physical press kit contacts + E-Blast: \$1,739

There is a \$6.50 postage surcharge for press kits sent outside of the U.S.

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TOURS AND INDIVIDUAL GIGS

\$175/gig, or \$675 when hired for 5 gigs, or \$875 when hired for 10 gigs. (price negotiable for more than 10 gigs).

Powderfinger publicizes National and Regional Tours to a variety of media, including daily publications, weeklies, zines, calendar listings, and appropriate websites and blogs. Powderfinger will write or edit press kit contents as needed. Term should begin at least one month ahead of first tour date, and should continue during the duration of the tour. Media hits are collected and provided to the client. When appropriate, ticket and CD giveaways are arranged, and media invited to the gig.

- Press release written by our staff and distributed directly to media contacts in the geo-location of the venue. Communication will include press release, press photo, a link to your website, a link to your music, and a ticket link where appropriate.
- Dedicated Powderfinger publicity contact to handle all press inquiries, coordinate interviews as needed, and distribute physical copies to media contacts upon their request.

Guarantees: No one can guarantee how much coverage a release will receive, but we do guarantee that we'll make our best effort to contact each relevant contact on your behalf. The percentage of press hits received tends to be around 10%-20%, but can vary significantly. Reports are sent monthly, and other updates will be sent when relevant.

All full-service publicity packages are flexible in terms of number of contacts/pricing.

ADDITIONAL PUBLICITY SERVICES

Blogger Outreach:

Tier 1 Blogger Outreach: \$250 Using a separate database of bloggers specifically looking for content, we will arrange for 2 reviews from bloggers with high klout scores and a substantial twitter following to ensure your reviews have the greatest impact and exposure opportunity.

Tier 2 Blogger Outreach: \$150 Using a separate database of bloggers specifically looking for content, we will contact an additional 10 bloggers with information about your release requesting consideration for review.

Digital Press Blast: \$300: Press release digitally distributed directly to approximately 2,500 media contacts. Electronic distribution of a press release to web based major news sources (via the AP Newswire, RSS feeds, etc.) with focused targeting towards the music industry. Press release will include embedded keywords to increase SEO (search engine optimization), a press photo, a link to your website, a link to your music, and link to a video. Dedicated publicity contact to handle all press inquiries, coordinate with you to schedule interviews as needed, and distribute physical copies to media contacts upon their request.

Monthly reporting of analytics to show how many impressions your release has received (this is the # of times it has appeared in a google search, for example) in addition to full page reads (this would be when someone clicks on a link to read the press release) and interactions (how many downloads/email forwards/clicks thru links/etc.).

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A la Carte Social Media Consultation in Preparation for Marketing a New Release:
\$200 (\$100 refund if client later hires us for radio promotion and/or new release review publicity for the same release).

Although a Social Media consultation comes with any New Release Reviews package, it can also be purchased separately. Complete evaluation including analysis and recommendations for your Web presence, Biography, Use of social media, and your One-sheet. This includes:

- How to make it easy for press, DJs, booking contacts, and fans to reach you.
- What critical pieces of information should you have on your website and how can your website be improved.
- Are you maximizing cross platform branding?
- Does your artist bio put you in the best light?
- Evaluation of current tools you're using for streaming music.
- Review of social media interactions and provide recommendations on how to improve your use of social media tools to effectively increase fan engagement.

Publicity Contact: melissa@powderfingerpromo.com

RELATED A La CARTE SERVICES



We can help you Add 250, 500, 1,000, 2,000 or 4,000 FACEBOOK Likes

Facebook is the most popular social media tool around the globe, and pricing is set accordingly for global campaigns.

Cost:

- 250 Facebook Likes--\$225
- 500 Facebook Likes--\$280
- 1,000 Facebook Likes--\$440
- 2,000 Facebook Likes--\$740
- 4,000 Facebook Likes--\$1,300

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We can help you Add 5,000, 10,000, 20,000, 30,000 or 50,000 Targeted YouTube Channel Views

YouTube is now the 2nd LARGEST search engine in the world and every day YouTube gets over 3 BILLION views. If you're not capitalizing on this as an artist you're missing the boat! But it's more than just uploading a video and hoping people stumble across it. How many times have you thought, "If I could only open for (insert artist name whose fans would love you)." That's what our YouTube promotion does. It gets your videos viewed by targeted music fans by promoting your YouTube channel to those exact people who love similar artists' music and in turn will love yours! Get started...we'll continue marketing you until we gain these numbers. All YouTube views campaigns are global.

Cost:

5,000 YouTube Views--\$250

10,000 YouTube Views--\$375

20,000 YouTube Views-- \$600

30,000 YouTube Views-- \$775

50,000 YouTube Views- \$1,100

NOTE: Views may be split between 2 videos when 10,000 or more are purchased.

Company Profiles

Part of Powderfinger's success comes via founder **David Avery's** background, which includes growing up with strong gospel & rock surroundings, a B.A. in music, a year of study at the University of Lancaster (England), a M.M. in musicology from New England Conservatory, and two years of doctoral studies at the CUNY Doctoral Center in NYC. He was also a radio DJ for four years, a Music Editor at Schwann Publications for 18 months, and AAA Columnist for CMJ New Music Report for over 4 years. David's day-to-day duties include running Powderfinger and promoting new music to AAA, Americana, Jazz, Jamband, New World, and college radio contacts.

Head College Radio Promoter **Brett Wilson** is a music fan first and performer/businessman second. While in High School, Brett worked as a Home Grown Music Network Rep/Street Teamer, volunteered at Festivals, and attended Berklee College of Music "Guitar Summer Sessions." After high school Brett attended Franklin Pierce University in Rindge, NH and graduated in with a B.A. in Arts Management. While at Franklin Pierce, Brett was active as a DJ for WFPC, Jazz Band, guitar lessons from Ted Mann, and an internship with Metronome Media Group/Studio Metronome. After graduating college in 2004, Brett started his own record label Bombshelter Records, released 5 albums, and toured internationally doing well

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over 1,000+ shows with his Reggae/Rock band: Roots of Creation. While on the road Brett visited, interviewed, and performed at many college and community radio stations.

Music has always been a part of head publicist **Melissa Infurna**'s life. She is a classically trained pianist with several years of vocal training. Throughout her education, Melissa pursued various aspects of the music industry including working as a DJ for WRUC in Schenectady, NY. She also spent 10 years as a project manager, obtaining her Project Management Professional certification in 2008. With a genuine love for music and photography, Melissa returned to music doing promotional shoots for bands, which quickly segued into artist management. She has worked with numerous U.S. artists, and internationally touring artists in the UK, handling booking, licensing, placement, and promotion for 3 years. Melissa has landed reviews at numerous publications, including The Boston Globe, Performer, Music Connection, Babysue, Amplifier, Worcester Telegram, The Deli, Rootstime (BE), Maverick (UK), Daily Vault, The Muse's Muse, The Noise, Americana UK, Blues Matters!, Relix, Austin Daze, and The Big Takeover, to name a few.

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