NEW FOUND SOUND

NewFoundSound.co.uk/Services

PR | press | playlists

Hello thank you for your enquiry, please see below, a basic overview of the cost(s), process and timeline for a PR/press campaign with New Found Sound

We have three options 1) a Light service for £375, 2) our Standard Single campaign is £595 and 3) our Advanced campaign is £950

COSTS These options include:
1) our Light service, we create an electronic press kit, add our Spotify playlists (and pitch up to 20x more playlists) +send one newsletter to a media database with online, radio, print & new media contacts perfect gauge interest= £375.00
__Add-on singles__ can be added to Light campaigns for £225 per single

2) our Standard campaign includes above in the Light service, designing and creating an electronic press kit (via Adobe Suite, Dropbox, GoogleDrive), we'll pitch you to our online, radio, print and new media contacts via phone / email and on our media databases through newsletters. We'll also service your single across Spotify playlists (pitching to up to 50x playlists). Social Media tips & tricks and artwork is inclusive = £595.00

3) Advanced campaign includes everything in the Standard plus: pitch up to 100x playlists, enhanced social media support (we help plan offer a calendar etc) a 1-2-1 with Derick + WhatsApp msg/phone support. We'll join your Spotify for Artists team. Enhanced reporting with weekly reports. If you have a music video we offer guidance on getting the best results = £950.00

TIMELINE recommend each single would run across a **6-8 week** promotional window. It is *possible* to get results with less time but *more difficult*. **Discounts** from 10-50% are available on multiple releases ie EP/albums

WHAT WE NEED FROM YOU:
-**Music** ideally both as **WAV**/**MP3**'s we upload to our SoundCloud (& yours)
-**Artwork, Logo(s)** and high resolution colour **press photos** (whatever you have really and a selection of landscape, portrait and square pics is best)
-**ISRC code** and full name(s) of **songwriters** + sentence about each song
-All **biographical** info, previous **press releases** + our ten question **Q&A**

PAYMENT a 50% deposit (100% for light and stand-alone services) is required to book our services / team. For the remainder we're happy to agree instalments / payment plan that suits your budget (most of our team are / have been musicians)

If you have any other questions say hello | derek@newfoundsound.co.uk | 07784 320546

REPORTING we'll keep you updated on coverage and playlists as and when they're confirmed. For standard campaigns, two weeks after the single is released, we'll send you a list of coverage with links, likewise for Advanced and we'll update you as and when coverage is secured after that point

LIVE the more live dates you have the better, gigs increase the likelihood of securing coverage. We recommend join musician-led DIY gig swap social enterprise **Off Axis** https://offaxisgigs.com/join you'll get a **£50/£100 discount** AND turn your single launch into 2-3 shows | **fairest financial model** in live music you keep **£9** out of every **£10** + manage ticketing in real-time from your mobile phone. Not only can you incentivise pre-saves pushing your gig and new single simultaneously, Off Axis, will send you a spreadsheet with the ticket data (name, email, postcode etc) so you can grow your fanbase on a nationwide level. It's **essential** you can communicate with people who saw you play live directly to build your fanbase. It's also the best strategy to gain more results for press and PR.

IF you apply to Join **Off Axis** (https://offaxisgigs.com/join we offer > **£50 discount** on the Standard campaign || **£100 discount** on the advanced campaign (*please note this only applies once your headline hometown gig goes on sale, which Off Axis will confirm with us*)

Stand-alone Services: we can offer stand-alone **Spotify Playlist** campaigns for Light = 20x playlists || £99.00 || Standard = 50x playlists || £149.00 || Advanced = 100x playlists = £190.00 + **Social Media** tips/tricks for £49.00

OUR CONTACTS / NETWORKS: **New Found Sound** has been delivering award-winning press / marketing, social media campaigns since 2009. Our team consists of music journalists (**The Scotsman** +more since 2007), managers, promoters and musicians. We have excellent relationships with a lot of BBC producers and presenters, Amazing Radio, various regional stations across the UK, all of the main newspapers, magazines and some student media and online blogs. In addition, we have a good relationship with some international outlets, but our primary focus is the UK and Ireland.

If you have any further questions please don't hesitate to get in touch thanks
Derek | derek@newfoundsound.co.uk | 07784 320546

PLEASE NOTE: although our entire team will pitch your music as passionately as we can, to gain as much support for you as possible, this is a service agreement to secure our time, contacts and expertise. If we say yes to a campaign for you, it's because **we love your music** and **think** we'll do well. However please note, we **can't guarantee results** - *nobody can!* It's worth noting not only are our artists repeat customers, and happy with our work - they usually hear about us via word-of-mouth / from other musicians we've worked with