



## PROMOTIONAL PACKAGES

**CD of the Month** - Each month we designate one particularly strong CD as our "CD of the Month." This is an excellent validation by us to the soul music community about the quality of the CD and serves as a superb promotional vehicle for the artist. As part of the promotion, we create a media player to play clips from the album and link to an external e-commerce store, such as Amazon.com, for purchase and fulfillment. This tends to work best for more established artists.

**Song of the Month** – We offer a one month stream of a song we feel will appeal to our readers and will help introduce the artist's album. We work with the artist to pick the album cut that best fits our audience. Often it is the first single from the album or an alternate version or remix of a song from the album. This can work well for both established or emerging artists.

**Going For Adds** – This is a one month promotion that spotlights a single on the website and promotes it to music media and retail leaders for inclusion on playlists or in-store play. Over 2,000 of our subscribers are either music media people or retailers, including many radio program directors who use our downloads for their shows. This promotion includes a "going for adds" dedicated email to that group with a call to action to download the mp3 from SoulTracks for addition to their playlists.

**Listening Room** - We can work with an artist/record company to create a special Listening Room page that will play 90 second clips of all the songs from the artist's album and also has information on the artist and a "Buy" link to Amazon or another external store. This is a good promotion for any new or established artist who is focused on people hearing the album to draw them into a future purchase of the disc.

**All of these promotions include:**

- One month of banner ads pointing to the promotional page. Expect over 200,000 ad impressions.
- A dedicated email blast to all of our subscribers (over 22,000).
- Banners included in at least four other email blasts during the month (88,000+ receipts).
- Facebook and Twitter posts.