

MilkBoy UnLabel
Guide to Services
SPRING 2008



MILKBOY

The Unlabel

Ardmore, Pennsylvania, May 2007

MILKBOY RECORDING LAUNCHES THE UNLABEL

MilkBoy Recording is excited to announce the launch of its new artist services program: MilkBoy's UnLabel. The UnLabel is designed for today's independent, do it yourself musician who is determined to take their music out of the garage and into the stadium, but needs a hand getting there. The record deal is dead, and so is the need for the independent artist to sign away their creative and financial rights.

The UnLabel is for artists who come to the studio, record a great record and then find themselves asking, "now what?" Jamie Lokoff and Tommy Joyner, owners of MilkBoy Recording, recognized a service they could provide. Lokoff says, "We see so many artists come through the studio that know exactly what to do with their music, but really struggle with how to market and promote themselves." Joyner adds, "The UnLabel gives us the opportunity to support and consult the artist without the risks associated with typical label/artist relationships."

Any artist can come to the studio and sign up for The Un-Label. They receive all of the benefits of a label without the commitment and pay cut. The Un-Label offers three levels of services, as well as an a-la-carte menu of services such as assistance in setting up an artists web presence, getting set up in iTunes, and helping an artist copyright their materiel.

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Ardmore, Pennsylvania, 10-29-2007

THE UNLABEL GIVES MUSICIANS CONTROL OVER THEIR FUTURE

Milkboy Recording is pleased to announce the UnLabel, a comprehensive set of services for bands and musicians who are seeking something more than the traditional label deal. The UnLabel replaces traditional labels by helping bands and musicians to promote themselves and polish their product while allowing them to retain complete creative control and freedom over their projects. A newly launched website (www.milkboyunlabel.com) will provide content in the form of videos, audio, podcasts as well as information for prospective clients.

The goal of the UnLabel is to help artists connect with their fans more effectively, and to make them less dependent on the traditional industry model for distribution and marketing. Monolithic record labels are undeniably on the decline, the music industry is changing rapidly, and the successful artists will be those who can continue to progress with new marketing and distribution models. The time has come for bands and musicians to take their future into their own hands, and the UnLabel will provide the tools that will help them do that. The UnLabel makes it possible for anyone to access a set of services that was previously reserved only for those with label deals. Since services are offered as packages as well as a-la-carte, they remain accessible to everyone, regardless of budget. The UnLabel is operated in conjunction with Milkboy Recording, but the services are available to any band or musician, regardless of where they record.

Marketing, creative and business services are offered by the UnLabel. In order to more successfully market themselves online, bands and musicians can select from a variety of internet development strategies that will put them ahead of the digital distribution curve. Myspace layout creation and website development with the latest technologies help the artist to build a strong online presence. A full set of writing services is also offered, allowing artists to polish their image through press kit and press release creation, interviews, and other methods. Creative services include a full set of professional graphic, video and photographic packages and services. Bands and musicians can even have merchandise designed and produced for them. Business development services will educate bands and musicians on business opportunities and proper organizational methods, as well as provide contractual and basic legal services. For additional information, contact Tom Laskas (tlaskas@gmail.com) or visit www.milkboyunlabel.com.

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MARKETING

Album Distribution Administration: \$200

With an emphasis on going Digital, we will place your music in the top music download sites (iTunes, Napster, Pandora, etc.) and stores, as well as select “Brick and Mortar” stores.

Music Licensing: \$100

The best way for an artist to support themselves with their music is by licensing their work for film and TV. This is the first step to getting your music placed.

Podcast / Interview: \$250

WEB DEVELOPMENT

MySpace:

Myspace HTML design

Package 1: \$250

Customize MySpace page and make it look professional. Coordinate graphics from CD and logo into MySpace so that everything matches up. HTML coding without custom flash and DIV elements.

Package 2: \$350

-2 week friend adding campaign (1,500 friends)

-Addition of customized web stores for downloads

-Customize MySpace page and make it look professional. Coordinate graphics from CD and logo into MySpace so that everything matches up. HTML coding without custom flash and DIV elements.

Package 3: \$1000-\$2000

-MySpace designed with DIV Overlays that completely changes the look of your MySpace page to appear more like a website than a MySpace page. Your fans will be blown away!

-Coordinate graphics from CD and logo into MySpace so that everything matches up.

-1,000 friend requests

Myspace DIV Design (simple): \$700

Myspace DIV Design (complex): \$1500

-Coordinate graphics from CD and logo into MySpace so that everything matches up.

Web Marketing:

MySpace Friend Adding Campaign

This is targeted campaign that will add friends according to age, gender, location, music preference and likes/dislikes.

Show Promotion (1 week before/ day after a show)	\$50 per show (at least 5)
3,000 Friends (one month term)	\$350
6,000 Friends (2 month term)	\$650
9,000 Friends (3 month term)	\$900

Personal Web Domain site (Initial Prices):

-HTML Basic (Myspace Style)	\$700
-HTML Advanced (3 or more pages)	\$2,000
-HTML/Flash	\$3,000
-Flash Basic	\$3,500

Site Account set up:

Indie911	\$50
Garageband.com	\$50
Last.FM	\$50
FanBridge.com	\$50
Any other site not in our database	\$30

RingTones- 3 songs @ 30 second clips	\$50
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WRITING

Press Kit/ On-Line Press Kit: \$150

A bio and summary of relevant work that the band/artist has done. What makes this band/artist different or exciting? Why would fans want to stay up on what this band/artist is doing? This is the most popular tool for bands and most promoters currently exclusively use online press kits. Promoters can easily view photos, bios, and listen to music and view the band's videos.

Bio: \$75

A recorded and transcribed interview will be the basis of the bio. Band and artist bios will run about 800 words, shorter or longer if need be. Relevant information will be included in the bio so that it reads like an introduction to the band/artist and some of their story.

Press Releases: \$75

Draft of a short press release for email to possibly interested media outlets. Length will vary based on complexity of release. Will be formatted properly in press release form. Includes all contact information for artist/band, websites, myspace addy, email address, etc.

Interviews

-Q&A: \$75

-Story: \$80

Interview conducted and transcribed. Can be presented as a Q&A (straight transcription) or written in a journalistic story form. Can be conducted on location (e.g. in studio, backstage at show, at rehearsal)

One Sheet: \$75

The industry standard for getting your info to magazines, newspapers, radio stations, and publicists. Basically, it is a condensed version of your press kit and placed onto, you guessed it, one page.

Fan List Maintenance: \$45/hr

Taking fan contact information and formatting it in list form. Facilitates easy retrieval of information for newsletter mailings to fans.

Newsletter Maintenance: \$45/hr

Writing and formatting a newsletter in email form for bands.

Show Review: \$75/ show

Writeup of band's show. Can be used to send to local media outlets, for inclusion on myspace, website, blogs, etc.

Liner Notes: \$75

Comments on CD, band history, recording notes. Basically, the band can have an idea for what they want their liner notes to be about or to say, and they can communicate it to me and I'll make it happen.

Blogging: \$45/hr

Posting on band's new or existing blog. Content of posts can be directed by band, or can include show reviews, bio, etc.

CREATIVE

GRAPHIC DESIGN

CD Layout:	2 Panel (front and back) w/ black and white CD, no traycard:	\$300
	2 Panel (front and back) w/ Full Color CD and TrayCard:	\$400
	4 Panel (front and back) w/ Full Color CD and TrayCard:	\$700
	8 Panel (front and back) w/ Full Color CD and TrayCard:	\$1200

Logo (basic vector)	\$150
Logo (multiple elements)	\$285
Flyers	\$75
Posters	\$100
Business Card	\$40

Photography

Package 1: \$500

Includes 1 in-studio shoot on a CD, ready for printing with digital proofs

Package 2: \$900

Includes 2 locations (studio and remote [can be a performance]) or 2 outfit changes on a cd ready for printing, 1 Press Pic, and 3 Enhanced Photos.

Package 3: \$1,100

2 locations (studio and remote [can be a performance]) or 3 outfit changes, 10 Enhanced Photos, 2 Press Pics on a CD ready for printing.

Package 4: \$70/hr

Enhanced Photos – Photo Retouches and editing. Includes work in Photoshop and LightRoom

MERCHANDISE

Design & Layout (Please select at least 2)

Buttons:	\$50
Lighters:	\$50
Stickers:	\$80

T- Shirts:	\$100
Hats (knit/baseball):	\$50
Underwear:	\$75
Frisbees:	\$40
Koozies:	\$50
Pens/Pencils:	\$30
Hoodies:	\$100

Drop Card/Digital Media Management: \$50

Industry standard tool for giving out music freebies. Also useful if you opted to digitally distribute your music.

Printing (c/o Harpoon Media):

(prices available upon request)

- Screenprint (1, 2, 3, or 4 colors)
- Misc. Apparel (approved for screening)
- Approved American Apparel
- Approved Tees
- Approved Hoodies
- Fabric Patches
- Bandanas
- Flex Fit/Select Alternative Apparel hats with fabric patches
- Coasters (1 color)
- Embroidered Beanies and Flex Fit/Alternative Apparel Hats
- Art designing by different artist (depending on artist availability)
- Hang Tags

VIDEO PACKAGES

All DVD packages include:

- Booking/management/contact information
- Song selections
- Photo gallery

A la carte:

Studio session recording set to 1 track of music (SSR):	\$500
Video Podcast:	\$300
Band documentary (bio, interview, behind the scenes):	\$800
Gig-recording (2 camera) with editing:	\$900
Gig-recording (3 camera) with editing:	\$1200

Packages:

Getting Started: \$900

Menu design of DVD with navigation options
Export includes: online package and 1 DVD master

Next level: \$1,700

Menu design of DVD with navigation options
Documentary style interviews and “Making of the Album”
Export includes: online package and 1 DVD master

Pro: \$2,500

Menu design of DVD with navigation options
Documentary style interviews and “Making of the Album”
Graphic design of DVD and DVD packaging
Photo gallery of session
Export includes: online package and 1 DVD master

Top Shelf: \$3,000 to \$30,000

Menu design of DVD with navigation options
Documentary style interviews and “Making of the Album”
Photo gallery
Graphic design of DVD packaging
Export includes: online package and 1 DVD master
Of course, production for a full location video shoot. You have to call for this one!

Export options: (cost of media + \$15/hr)

- DVD (bulk packages available)
- Digibeta/other tape
- Web for download
- Web for YouTube and streaming
- Podcast
- Integration into website*

Export packages: (cost of media + \$15/hr)

- Package 1: DVD copies (25)
- Package 2: DVD copies (50), Podcast video
- Package 3: DVD copies (100), Podcast video, Digibeta master (1)
- Package 4: online only – podcast video

BUSINESS DEVELOPMENT

Copyright Assistance: \$50 (Copyright Office fees not included)

BMI/ASCAP set up: \$75 (fees for agencies not included)

Legal Packages

Contract Suite: Sets up band with all docs necessary to ensure the continued success of the band. Creates agreements between all band members and members of the creative team and delegates rights and responsibilities of the product (music). Details who gets what percentage of revenue. Ideal for bands that are looking to get very serious and pursue investors/agencies, etc.

*Producer Agreement: \$75

Details the relationship between band and producer.

*Band Agreements: \$75

*Recording Contracts: \$200

Delegates percentages to members and creates terms and deadlines for length of album and release dates.

*Artist release forms: \$50

Releases session players/non essential members from any rights to the material.

LLC Set up

Operating Agreement: \$80

Sets up the partners for the group and delegates responsibilities and percentages to members.