



**“OUR MUSIC SERVICES
SOLUTION **ELIMINATES** THE
NEED FOR A TRADITIONAL
RECORD DEAL”**

OVERVIEW

Our music services provide a solution for established and growing metal bands desiring more control over their music. Our music services solution eliminates the need for a traditional record deal, yet provides the leveraging power and access to platforms used by traditional labels. Our services provide a full spectrum of support including merchandise and music manufacturing capabilities, strategic sales and marketing programs, art services, world-class physical and digital distribution and more. Our music services can offer artists greater revenues and profits than any label can, no long-term contracts, control of your music and access to industry leads not typically accessible by bands.



THE DIFFERENCE

For decades, bands have relied on record labels to provide them with the leverage necessary to make their band a success. As a result, labels have often taken advantage of artists because of this need. However, changes in the music industry are showcasing how antiquated this model of business is. Many artists are applying a “DIY” (do it yourself) approach. This is where Metalhit can step in, provide all of the resources necessary and allow the band to focus on what they do best: creating music. Metalhit recognizes that artists are the origin of all income in the business of music, and as such, they ought to be the most rewarded as well. Our model supports this philosophy and we trust fans who want to support their favorite artists (and not a label) will back all those bands participating within the Metalhit brand.

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In a traditional record deal, the record label makes an investment in your band. For that reason, they mitigate their risk through a variety of contractual stipulations. Because they are investing in your music they also prefer ownership of your music as well. In a standard record deal the label will front expenses like studio time, artwork, manufacturing and marketing. The label also arranges to pay you a 10%-15% royalty on the net digital/physical sales of your music. Net sales refer to the price of a CD or digital album sold to a retailer, for CDs, this is typically \$6.00 - \$8.00. Most record deals require that the label

“TRADITIONALLY, LABELS HAVE TAKEN ON THE BURDEN OF RISK, AND HAVE ALSO KEPT THE MAJORITY OF PROFITS. THROUGH OUR MUSIC SERVICES, THE BAND ADOPTS THE RISK BUT REAPS THE GREATER REWARD.”

recoup their investment before royalties are paid to a band. If sales do not equate to what was invested in a band, the band can often end up with nothing, and depending on the contract, actually owing a label money. Once a label’s investment is recouped, the band then collects their agreed upon royalty from sales. If the label only manufactures or is able to sell a small number of CDs, this can result in very little income for the band.

Our music services reverse this system. A serious band with the desire to make a serious investment in their work can do so while using our services as a conduit to provide the

infrastructure and support of a traditional label. Most DIY bands have to start from scratch, investing lots of time in research and networking to find ways to promote and launch their work. Most distributors will not give a band the time of day because they're not interested in working with bands directly. Many distributors work only with qualified labels that can provide plenty of content and a solid overall revenue stream. This isolates independent bands from much needed resources and can also cost a band more money to secure access to retail and marketing opportunities. These are services Metalhit already has in place and can provide for independent bands that are serious about their art. We can also provide these services at the discounted rates we have access too, something most independent bands miss out on.

Our services cover the full-spectrum of a solid independent label, offering various tiers of distribution and marketing support, dependent upon a band's vision and budget. As a result, a band can begin realizing income as soon as sales occur.

Example assumes a basic pressing of 1,000 CDs, sold at a net average of \$6.00 per CD. Example does not include potential profits from digital sales.

	Working with a LABEL	Working with METALHIT
ARTWORK	Label pays	Artist pays
MANUFACTURING	Label pays	Artist pays
MARKETING	Label pays	Artist pays
ESTIMATED TOTAL EXPENSES	Label pays \$2,200	Artist pays \$2,200
TERMS	Band makes nothing until label recoups cost. If cost is recouped, Label pays band 10%-15% on net sales.	Begin creating income immediately. Band makes 75% net digital sales / 65% net physical sales.
ESTIMATED GROSS INCOME	\$420.00 (12% Royalty)	\$5,700.00
ESTIMATED NET INCOME (YOUR PROFIT)	\$420.00	\$3,500.00

WHY METALHIT?

Metalhit has many of the resources in place that minor and major labels employ:

MANUFACTURING: We have established relationships with manufacturers who can produce our products at the best price and the best quality possible. Our manufacturing is scalable, from professional grade short-run productions to full-scale projects. Our brand retains a high quality standard on our productions, offering unique packaging options that catch attention and command respect.

DIGITAL DISTRIBUTION: As a digital distributor, we have the capability to successfully launch and distribute your album worldwide to more than 200+ digital music retailers online.

PHYSICAL DISTRIBUTION: Through our partnerships with MRI/Megaforce Records, Code 7 and others, we have the capability to launch an album through the same distribution channels that support major metal labels. Our distribution service is scalable and can support smaller releases as well, utilizing a variety of distribution resources at our disposal. Our reach goes beyond the USA/Canada to include all worldwide territories.

MARKETING/PR: We have a variety of marketing possibilities at our disposal, ranging from our own proprietary network of media contacts to partnerships with various PR groups around the world that support extreme metal. We also have close relationships with ad agencies and media outlets that provision us with the best pricing and placement for our marketing campaigns. We also manage, MetalManiacs.com, one of the leading extreme metal websites online.

ARTWORK: We maintain a consistent and professional image through our graphic services that support our marketing and manufacturing endeavors. Our design team is made up of experienced veteran metal artists who have worked for underground and major label metal bands alike.

MERCHANDISE: We have access to the best rates on providing merchandising solutions for your band.

RECORDING/MASTERING: We have access to quality recording studios and mastering services.

TOUR SUPPORT: Services coming soon.

MORE INCOME FOR THE BAND: We provide a transparent process where the band can decide on a goal and see it realized from start-to-finish. We offer more flexibility than a traditional label with no long-term contracts and the ability for a band to own more of their musical rights and consequently more of their income as well.

In sum, Metalhit can provide guidance and immediate resources that a traditional “do it yourself” metal band would spend great expenses in time, energy and money to accomplish.

PACKAGE #1 - DIGITAL ONLY

NOTE: These figures are estimates only and may vary. All services can be altered and modified depending on the best strategic approach for your work. All services assume the artist provides the recording.

MANUFACTURING: no cost

ARTWORK: no cost

\$0.00: Professional cover art, layout, and design provided by Metalhit.

DISTRIBUTION: no cost

\$0.00: Worldwide digital distribution (iTunes, Amazon Mp3, eMusic, Rhapsody, Napster, Spotify, etc.)

MARKETING: \$300.00 (optional)

\$300.00: Online ad campaign on targeted metal websites (100,000 ad impressions)

\$0.00: Digital delivery of your album to our media network

\$0.00: Special marketing through Metal Maniacs online (33,000 ad impressions)

ESTIMATED TOTAL INVESTMENT (what the artist pays): \$300.00 (optional)

POTENTIAL GROSS PROFIT (total sum the artist can make): n/a

BREAK EVEN POINT (total copies needed to sell for artist to break even): n/a

YOUR ESTIMATED NET PROFIT THROUGH METALHIT: n/a

RISK LEVEL:



MEDIUM-to-HIGH (w/ marketing investment)

NO RISK (w/ no investment)

PACKAGE #2 - UNDERGROUND

NOTE: These figures are estimates only and may vary. All services can be altered and modified depending on the best strategic approach for your work. All services assume the artist provides the recording.

MANUFACTURING: \$775.00

\$775.00: 300 Retail Ready 6-Panel Digipaks

ARTWORK: \$150.00

\$150.00: Professional cover art, layout, and design. *This fee can be waived if you choose to work with our in-house design team and don't have specific artist requests, etc.*

DISTRIBUTION: no cost

\$0.00: Worldwide digital distribution (iTunes, Amazon Mp3, eMusic, Rhapsody, Napster, Spotify, etc.)

\$0.00: Mailorder distribution (Amazon.com, Omega Mailorder, CM Distro and other metal mailorder sites)

MARKETING: \$75.00

\$75.00: Delivery of 30 CD promos to key media contacts

\$0.00: Digital delivery of your album to our media network

\$0.00: Special marketing through Metal Maniacs online (33,000 ad impressions)

ESTIMATED TOTAL INVESTMENT (what the artist pays): **\$1,000.00**

POTENTIAL GROSS PROFIT (total sum the artist can make): **\$1,620.00**

BREAK EVEN POINT (total copies needed to sell for artist to break even): 170 CDs sold

YOUR ESTIMATED NET PROFIT THROUGH METALHIT: \$620.00

* Example assumes the sale of all CDs at a net price of \$6.00 per CD. Examples do not include potential profits accrued from digital sales.

RISK LEVEL:



MEDIUM

PACKAGE #3 – MAILORDER + SMALL RETAIL

NOTE: These figures are estimates only and may vary. All services can be altered and modified depending on the best strategic approach for your work. All services assume the artist provides the recording.

MANUFACTURING: \$1,200.00

\$1,200.00: 1,000 Retail Ready 6-Panel Digipaks

ARTWORK: \$150.00

\$150.00: Professional cover art, layout, and design. *This fee can be waived if you choose to work with our in-house design team and don't have specific artist requests, etc.*

DISTRIBUTION: \$75.00

\$0.00: Worldwide digital distribution (iTunes, Amazon Mp3, eMusic, Rhapsody, Napster, Spotify, etc.)

\$0.00: Mailorder distribution (Amazon.com, Omega Mailorder, CM Distro and other metal mailorder sites)

\$75.00: Super-D uplisting charge for higher visibility in the Super-D catalog, distributed to store buyers in the US/Canada. Provides possible minor indie store retail availability.

MARKETING: \$775.00

\$125.00: Delivery of 50 CD promos to key media contacts

\$0.00: Digital delivery of your album to our media network

\$0.00: Special marketing through Metal Maniacs online (33,000 ad impressions)

\$400.00: Online ad campaign on targeted metal websites (180,000 ad impressions)

\$250.00: Press support from a PR group, hired to secure online and print coverage, features, reviews, etc.

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\$420 vs. \$3,500
With a Label you would make \$420... With METALHIT you would make \$3,500

PACKAGE #3 - MAILORDER + SMALL RETAIL

ESTIMATED TOTAL INVESTMENT (what the artist pays): **\$2,200.00**

POTENTIAL GROSS PROFIT (total sum the artist can make): **\$5,700.00**

BREAK EVEN POINT (total copies needed to sell for artist to break even): 370 CDs sold

YOUR ESTIMATED NET PROFIT THROUGH METALHIT: \$3,500.00

YOUR ESTIMATED NET PROFIT THROUGH A LABEL: \$420.00

* Example assumes the sale of all CDs at a net price of \$6.00 per CD. Examples do not include potential profits accrued from digital sales.

RISK LEVEL:



MEDIUM

\$420 vs. \$3,500
With a Label you would make \$420... With METALHIT you would make \$3,500

PACKAGE #4 - MAILORDER + LARGE RETAIL

NOTE: These figures are estimates only and may vary. All services can be altered and modified depending on the best strategic approach for your work. All services assume the artist provides the recording.

MANUFACTURING: \$2,260.00

\$2,260.00: 2,000 Retail Ready 6-Panel Digipaks

ARTWORK: \$150.00

\$150.00: Professional cover art, layout, and design. *This fee can be waived if you choose to work with our in-house design team and don't have specific artist requests, etc.*

DISTRIBUTION: \$1,000.00

\$0.00: Worldwide digital distribution (iTunes, Amazon Mp3, eMusic, Rhapsody, Napster, Spotify, etc.)

\$0.00: Mailorder distribution (Amazon.com, Omega Mailorder, CM Distro and other metal mailorder sites)

\$1,000.00: Store distribution via MRI/Sony/RED, with CD distribution to indie shops specializing in metal as well as possible distribution in select Best Buy and FYE music store locations.

MARKETING: \$2,675.00

\$125.00: Delivery of 50 CD promos to key media contacts

\$0.00: Digital delivery of your album to our media network

\$0.00: Special marketing through Metal Maniacs online (33,000 ad impressions)

\$1,500.00: Online ad campaign on targeted metal websites (600,000 ad impressions)

\$800.00: Print ad campaign in key metal magazine(s)

\$250.00: Press support from a PR group, hired to secure online and print coverage, features, reviews, etc.

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\$674 vs. \$5,615
With a Label you would make \$674... With METAL HIT you would make \$5,615

PACKAGE #4 - MAILORDER + LARGE RETAIL

ESTIMATED TOTAL INVESTMENT (what the artist pays): **\$6,085.00**

POTENTIAL GROSS PROFIT (total sum the artist can make): **\$11,700.00**

BREAK EVEN POINT (total copies needed to sell for artist to break even): 1,015 CDs sold

YOUR ESTIMATED NET PROFIT THROUGH METALHIT: **\$5,615.00**

YOUR ESTIMATED NET PROFIT THROUGH A LABEL: **\$674.00**

* Example assumes the sale of all CDs at a net price of \$6.00 per CD. Examples do not include potential profits accrued from digital sales.

RISK LEVEL:



MEDIUM-to-HIGH

\$674 vs. \$5,615
With a Label you would make \$674... With METALHIT you would make \$5,615

HOW IT WORKS

CONTACT: Contact us for consideration and qualification of your work. Please include a link where we will be able to preview your music and include a brief description of your music or any success you've experienced as a band (e.g., were you an opening act on a tour? Have you appeared on compilations?). We will get back in touch with you if we are interested in a partnership.

CONSULT: If accepted, we will get in touch to learn more about your music, what your vision for the future is and what you want to accomplish as a band.

STRATEGY: We will prepare a marketing, manufacturing and distribution strategy that best fits your band and its goals.

INVESTMENT: We will determine the costs involved in implementing the strategy and provide various options that will work in your favor.

IMPLEMENT: Your album is manufactured, marketed and distributed in accord with our agreed upon strategy.



WWW.METALHIT.COM