

Iron Gate Records Service Pricing - January 2025			
Service Category	Service	Description	Pricing
Artist Onboarding	Solo Artist Subscription - Full	All Core Artist Services - Monthly	\$125
	Band Subscription - Full	All Core Artist Services - Monthly	\$175
	New Artist Development	Includes full subscription plus A&R and consulting sessions (90 days then to Artist Subscription)	\$500
Core Artist Services	Booking Post	Provide a link to booking service within our booking management system for your website and posted on Iron Gate Records	Included
	Calendar Gig Promotion	Integrated calendar to IGR and artist to promote gigs and tour events	
	Contact Linq Card	Logo'd NFC/QR code Linq team card & profile	Included
	EPK	Develop and provide link for your website with an Electronic Press Kit (EPK)	Included
	GeoMelody	Onboarding and no-cost subscription to GeoMelody upon release to market.	
	IGR Radio	You music uploaded, played and distributed on IGR radio	Included
	IGR Radio App (iOS & Android)	Download and share IGR Radio iOS & Android apps for your fans to listen via mobile. Includes podcasts & blogs from Iron Gate Records	
	Independent Musician Podcast	Semi-annual podcast interview and distribution	Included
	Music Distribution	Unlimited Songs/Albums distribution to over 150 platforms globally	Included
	Newsletter	Monthly publishing of Behind The Gate newsletter with news content and analysis	
	Popup Integration for Email	Integrate email capture for website & email list	Included
	Press Release	Press release for new artist & up to 4 songs per year	Included
	Quarterly Reviews	CEO & A&R ZOOM meetings with each artist along with feedback and services review	Included
	Quarterly Research Notes	GR adding research notes and blogs pertaining to the music business for artists	Included
	Research Hub	Key reports and action items for them music industry, training materials and artist management tools	Included
	Digital Marketing Services	Shopify Merchant Store	Custom merchandise store with integration to Spotify, on-demand print, placement on the IGR website, and link provided for your website
Social Media Analytics		Complete posting and AI enhanced social media analytics platform. Platform through our 3 Rare Designs Social Media Analytics	Included
Website Analytics		Integrate website to social media analytics panel	Included
Website Review		Semi-Annual review of your website and social media accounts	Included
Digital Marketing Services		Iron Gate Records offers a full compliment of digital marketing services through our wholly owned DMS Agency, 3 Rare Designs (see pricing below)	Per Use Case
Booking and Representation		Booking Agency	Booking services based on gross contract value
	Tour Management	Quarterly tour operations and coordination after review and consideration by IGR Tour Management.	20% Per Event
	Virtual Agent	10 hours/month dedicated agent service	\$150 Monthly
Promotional Services	Biography Copywriting	Develop and revise artist biography	\$50 Per Event
	Press Release Level 1	Press release and distribution to over 50 online services	\$85 Per Event
	Press Release Level 2	Press release and distribution to AP News and 80+ online services	\$150 Per Event
	Fan Reviews (100)	Compilation of reviews for social media use	\$60 Per Song
Advertising	Billboard - Times Square	Time Square LED billboard ad slot	\$800 Per Event
	Billboard - Nashville	Nashville LED billboard ad slot	\$350 Per Event
	Billboard - Blip Service	Booking additional billboards through Blip services	20% Per Event
Outreach and Media	Curator Submissions	Music submission to selected industry professionals	\$3 Per Contact
	Virtual Publicist	Promotion to blogs, magazines, and trade editors	\$50 Per Event
Digital Optimization and Web Services	Social Media Optimization	Monthly social media promotion	\$350 Monthly
	Search Engine Optimization	Monthly SEO for higher search ranking	\$250 Monthly
	WordPress Website	Dynamic 10-page WordPress website build	\$750 Per Event
	WordPress Website Update	Content updates for WordPress sites	\$150 Per Event
	WordPress Maintenance	Annual website maintenance and updates	\$250 Annually
Interactive Services and Upcoming Features	AI Fan Chatbot	Development of a website chatbot	\$250 Per Event
	AI Fan Chatbot Maintenance	Monthly maintenance for the chatbot	\$40 Monthly
	GeoMelody Streaming	New mobile streaming & social ecosystem app	\$10 Monthly

<b>IGR 3 Rare Designs Digital Marketing Services</b>			
<b>ARTIST PACKAGE PRICING</b>			
<b>Service Category</b>	<b>Platinum \$675/month</b>	<b>Gold \$550/month</b>	<b>Silver \$400/month</b>
<b>Immediate Focus</b>	Full social media review and audit; kickoff growth strategy; guidance and posting on major platforms; content strategy implementation; marketing plan development; overall direction for release and activities.	Full social media review and audit; guidance and posting on major platforms; content strategy implementation; marketing plan development.	Full social media review and audit; guidance and posting on major platforms.
<b>Content Assistance</b>	Assist in creating content and tools for an active online community; aim to post daily on all networks.	Assist in creating content and tools; follow outlined strategy.	Provide guidance for creating content and tools.
<b>Album Promotion Activities</b>	Extensive activities including track snippets, official hashtags, Spotify playlists and contests, video series, memes, Behind The Scenes content, SmartURL landing page, suite of videos, fan reviews, and media sharing.	Activities like track snippets, hashtags, Spotify playlists, contests, video series, memes, Behind The Scenes content, and suite of videos.	Basic activities like track snippets, hashtags, Spotify playlists, contests, and setting up Spotify Save.
<b>Press and Playlist Pitching</b>	Press release preparation and servicing; manage reviews and interview requests; present new single to playlists.	Press release preparation and servicing; present new single to playlists.	Press release preparation and servicing.
<b>Bandsintown and Show Strategy</b>	Migrate email list; utilize for direct-to-fan marketing; manage marketing campaigns; ongoing tour contest; market tour dates and non-tour activities.	Migrate email list; utilize for direct-to-fan marketing; manage marketing campaigns.	Migrate email list; utilize for direct-to-fan marketing.
<b>Email List Strategy</b>	Develop and implement plans to grow and contact the email list.	Develop and implement plans to grow and contact the email list.	Develop a plan to grow the email list.
<b>Growth Strategy</b>	Campaigns to grow followers on multiple platforms including Bandsintown, YouTube, Spotify, email, Instagram, Facebook, TikTok, and Twitter.	Campaigns to grow followers on multiple platforms.	Campaigns to grow followers on Bandsintown, YouTube, Spotify, and Instagram.
<b>Merchandise Strategy</b>	Provide direction and guidance on merchandise items and marketing.	Provide direction and guidance on merchandise items.	Provide guidance on merchandise items.
<b>Content Strategy</b>	Engage fans through conversations, sharing, and likes; post 1-2 items daily; create a content calendar; target content based on Facebook data; aim for engagement and conversions.	Engage fans through conversations, sharing, and likes; post 1 item daily; create a content calendar; target content based on Facebook data.	Engage fans through conversations, sharing, and likes; target content based on Facebook data.
<b>Content Types and Examples</b>	Variety of content including video (performances, live streaming, behind the scenes), photo (personal moments, fan photos), audio (music, interviews), and text (status updates, tweets, blogs).	Similar to Platinum but slightly less extensive in each category.	Basic content types like video (performances, behind the scenes), photo (personal moments, fan photos), audio (music), and text (status updates).
<b>Contract Retainer and Terms</b>	\$675/month for 3 months minimum; best efforts, no guarantees; 30 days written notice for cancellation, 50% of one month's fee as cancellation fee; advertising costs charged to client.	\$550/month for 3 months minimum; best efforts, no guarantees; 30 days written notice for cancellation, 50% of one month's fee as cancellation fee; advertising costs charged to client.	\$400/month for 3 months minimum; best efforts, no guarantees; 30 days written notice for cancellation, 50% of one month's fee as cancellation fee; advertising costs charged to client.