

Iron Gate Records Service Pricing - August 2024

Service Category	Service	Description	Pricing
Artist Onboarding	Artist Subscription - Full	All Core Artist Services	\$175
	New Artist Development	Includes full subscription plus A&R and consulting sessions (90 days the to Artist Subscription)	\$500
Core Artist Services	Booking Post	Provide a link to booking service within our booking management system for you website and posted on Iron Gate Records	Included
	Contact Linq Card	Logo'd NFC/QR code Linq team card & profle	Included
	EPK	Develop and provide link for your website with an Electronic Press Kit (EPK)	Included
	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
	Shopify Merchant Store	Custom merchandise store with integration to Spotify, on-demand print, placement on the IGR website, and link provided for your website	Included
Digital Marketing Services	Social Media Analytics	Complete posting and AI enhanced social media analytics platform. Platform through our 3 Rare Designs Social Media Analytics	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 with a 15% booking fee	15% 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

IGR 3 Rare Designs Digital Marketing Services

Service Category	Details	Price	Frequency
WordPress Services			
	WordPress Monthly	\$750.00	10 pages
	Hosting	\$150.00	Annually
	Domain & SSL	\$150.00	Annually
	Management/Update	\$350.00	Annually
Logo Development			
	Logo Development	\$150.00	1 X
SEO Packages (3 Months)			
	SEO 10	\$125.00	\$225.00 Monthly
	SEO 20	\$125.00	\$400.00 Monthly
	SEO 30	\$125.00	\$575.00 Monthly
Social Media Services			
	Social Analytics & Posting	5 Account	\$25.00
Mobile Platforms			
	Per Hour		\$35.00
	By Project	Per project proposal	
Custom Applications			
	Per Hour	\$45.00	
	By Project	Per project proposal	
Website Development			
	Lodging - Website	\$1,100.00	
	Events - Website	\$900.00	
	Restaurant - Website	\$1,500.00	
Shopify Site Development			
	Per Hour		\$35.00
	By Project	Per project proposal	

IGR 3 Rare Designs Digital Marketing Services			
ARTIST PACKAGE PRICING			
Service Category	Platinum \$675/month	Gold \$550/month	Silver \$400/month
Immediate Focus	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.
Content Assistance	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.
Album Promotion Activities	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.
Press and Playlist Pitching	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.
Bandsintown and Show Strategy	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.
Email List Strategy	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.
Growth Strategy	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.
Merchandise Strategy	Provide direction and guidance on merchandise items and marketing.	Provide direction and guidance on merchandise items.	Provide guidance on merchandise items.
Content Strategy	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.
Content Types and Examples	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).
Contract Retainer and Terms	\$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.