



*“Asher Media Relations & Staff follow one rule and one rule only, that is getting artists the media attention that they deserve. By developing PR campaigns for image awareness and media support, AMR showcases & represents talented artists to all media outlets ranging from Print, Radio, Online & Television across Canada and beyond.*

*Understanding the struggles & hard work it takes as an artist AMR & staff are by your side making sure that your work is being seen and heard for its achievements using various media tools.”*

**What We Do:****Scope of Work**

- Design, Updating & Distribution of Media Kits to media contacts
- Writing & Distribution of News Releases to media contacts & newswires
- Networking on behalf of client
- Contacting media for interviews, album reviews, airplay (FM/AM + Online), tour publicity
- Media training & Consultation
- Media Follow ups
- Artist representation to media outlets

**Deliverables**

- Image Awareness of Client
- CD or Album Reviews
- Media Interviews & Media coverage & presence such as features, spotlights, media mentions
- Tour publicity for the following media:
  - Print (Monthly, Weekly, Daily, Magazine)
  - Radio (Campus airplay & Interview bookings) with RADIO CHARTING
  - Television (Interview & Video Promo)
  - Online PR (Zines, Informative Websites, Blogs, Podcasts, VideoCast)

**Packages / Prices:**

- Biography = \$65
- Media Kit / One Sheet = \$100
- Stand Alone / One Off = News Release - \$100 (for announcement of album, tour dates, band news / studio update, teaser)

**Package A: ALBUM / EP PROMO CAMPAIGN: (with advertising budget):**

Duration of campaign runs for 3 Months / 12 weeks

Begins between 6 - 7 weeks before sales date and continues between 6 - 7 weeks after sales date:

RATE: \$540 (taxes included) (per month paid in 6 invoiced payments bi weekly)

Package is to promote Artist, Album & Image Awareness

(Budget is used for service fee, mailing costs if CDs are provided for Canadian Campus FM Radio network, towards selected target advertising with social media, online and print media partners (ex. Bravewords, Blastbeat Network (online banner advertising network, Absolute Underground Mag, etc.)

**Package B: ALBUM / EP PROMO CAMPAIGN: (without advertising budget):**

Duration of campaign runs for 3 Months / 12 weeks

Begins between 6 - 7 weeks before sales date and continues between 6 - 7 weeks after sales date:

RATE: \$380 (taxes included) (per month paid in 6 invoiced payments bi weekly)

Package is to promote Artist, Album & Image Awareness

(Note: If doing Canadian Campus FM Radio network campaign with CDs - \$400 fee to cover mailout costs of 100-150 CDs)

**Package C: SINGLES AND / OR MUSIC VIDEO PACKAGE PROMO**

Duration: 1 Month:

Rate: \$180

Includes the following for Scope of Work & Deliverables:

- EPK for band + New Band Biography
- Placement of single / or video for premiere on media outlet.
- Writing and Distribution of News release for single or video to all other metal media website for news coverage / reposting of video (release goes to 3,500 media contacts), plus setting up any interview request replies , plus digital delivery of single to FM radio shows across Canada, USA and Europe along with online radio plus setting up any radio interview requests.
- A percentage of retainer fee put towards online social media advertising through AMR Facebook page and Instagram

**Package D: HITTING THE AIRWAVES - CANADIAN CAMPUS / COLLEGE RADIO PROMOTIONS**

Duration: 2 Months

RATE: \$500 (taxes included) (paid in 4 invoiced payments bi weekly)

Includes the following for Scope of Work & Deliverables:

- EPK for band / Bio
- Promotion to Canadian Campus & Community Radio 70+ stations + Online Radio in addition to genre specific radio shows for airplay and interviews with artists.
- Promoting & Tracking of album for airplay and radio charting

(Note: Physical CDs / Delivery to be sent to outlets.

Promotional CDs needed 100-150. Mailout costs covered by AMR.)

**Package E: TOUR SUPPORT / PR:**

RATE: Cost depends on amount of tour dates

Includes the following for Scope of Work & Deliverables:

- Publicity of Concerts / Concert Awareness
- Image Awareness of Band + Media Coverage in the form of interview features, spotlights, media mentions for concerts in the following media outlets:
  - Print (Weekly, Daily, Magazine, University/ College Press)
  - Radio (Campus airplay & Interview bookings)
  - Television (Interview & Video Promo)
  - Online PR (Zines, Informative Websites, Blogs, Podcasts, VideoCast)

**About:** Jon Asher, known for being a regular fixture on the Montreal music scene, founded ASHER MEDIA RELATIONS in September 2007 to aid bands and labels in celebrating their head banging tunes to the world. A musician himself, and a McGill University graduate in public relations, Jon had his epiphany - to help out the struggling artists and help them gain the attention they need to support their music. He has worked with a number of independent and established artists such as Annihilator, Gene Hoglan (Testament, Death, SYL, Fear Factory), Quo Vadis, Fuck The Facts, Striker, Psychostick, Necronomicon, Hibria, Titans Eve, Kill Devil Hill ft. Rex Brown (Pantera) + Vinny Appice (DIO, Black Sabbath), Drum Wars (Vinny Appice vs. Carmine Appice), Nephelium, Ninjaspy, Scythia, All Else Fails, Auroch, Fatality, Sanktuary, Mutank, Planet Eater, Vesperia, Test Your Metal Records, Wacken Metal Battle Canada/USA, Farmageddon Open Air, Armstrong Metal Fest, ShrEdmonton, Black Mourning Light, Loud As Hell MetalFest, Calgary Metalfest, Metalocalypstick Fest, Obscene Extreme America Fest and many more. He has also guest lectured at McGill University on Music Publicity for the public relations program plus has spoken on panels for Alberta Music (Calgary), Indie Week (Toronto), Noctis Fest (Calgary), Halifax Pop Explosion and mentoring sessions at SXSW (Austin, TX).