



*“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.”*

**Packages / Prices:**

- Band Biography = \$100
- Media Kit / One Sheet = \$125 (includes bio writing)
- Stand Alone / One Off = News Release - \$125 (for announcement of album, tour dates, band news / studio update, teaser)

**Package A: ALBUM / EP PROMO CAMPAIGN:**  
**(WITH an Advertising Budget of \$900)**

- RATE: \$650 per month  
 (this includes advertising budget as part of retainer)  
 (Paid in 6 invoiced payments bi-weekly)

Total of Campaign is \$1950 - (plus applicable GST / QST taxes)

- Duration of campaign runs for  
 3-4 Months / 12 – 16 weeks

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

Package is to promote Artist, Album & Image Awareness

EPK for band + New Band Biography hosted on AMR website.

(Budget is used for service fee, mailing costs covered if CDs are provided for Canadian Campus FM Radio network, towards selected target advertising with online and print media partners (ex. Braveworlds, Metal-Rules, Decibel, Cutting Edge Metal, Blastbeat Network (online banner advertising network), Absolute Underground Mag, etc.)

(Note: This package includes Canadian Campus FM Radio network campaign.

Recommended 50-100 CDs for Radio Stations  
 - Mailout costs covered by AMR)

**Description Scope of Work**

- Design, Updating & Distribution of Media Kits to media contacts (3,000+)
- Writing & Distribution of News Releases to media contacts & newswires (3,000+)
- Artist representation to media outlets (Contacting media for interviews, album reviews)
- Promoting & Tracking of the album singles for airplay and radio charting
- Networking on behalf of the client
- Media Follow-ups
- Media Training & Consultation

**List of Deliverables:**

- News Coverage & Branding / Image Awareness of Client (Artist/ Band)
- Manage media to be informed and have a constant presence to encourage media interest and replies for interviews & reviews.  
 (Content management – pictures, video, written material, distribution of news, updates, monitoring and increase of interaction of online traffic)
- Artist Interviews & Album Reviews (Media Interviews & Media coverage & presence such as features, spotlights, media mentions in the following media outlets
- Print (Magazines, Weeklies, Dailies)
- Online PR (Zines, Informative Websites, Blogs, Podcasts, VideoCast,
- Radio Airplay, Tracking of Playlists and Charting
- Interviews for Artist/Band)

**Package B: ALBUM / EP PROMO CAMPAIGN:**  
**(WITHOUT Advertising Budget)**

- RATE: \$420 per month  
 (Paid in 6 invoiced payments bi-weekly)

Total of Campaign is \$1260 - (plus applicable GST/ QST taxes)

- Duration of campaign runs for  
 3-4 Months / 12 -16 weeks

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

Package is to promote Artist, Album & Image Awareness

EPK for band + New Band Biography hosted on AMR website.

(Note: This package includes Canadian Campus FM Radio network campaign.

Recommended 50-100 CDs for Radio Stations  
 - Mailout costs covered by AMR)

**Description Scope of Work**

- Design, Updating & Distribution of Media Kits to media contacts (3,000+)
- Writing & Distribution of News Releases to media contacts & newswires (3,000+)
- Artist representation to media outlets (Contacting media for interviews, album reviews)
- Promoting & Tracking of the album singles for airplay and radio charting
- Networking on behalf of the client
- Media Follow-ups
- Media Training & Consultation

**List of Deliverables:**

- News Coverage & Branding / Image Awareness of Client (Artist/ Band)
- Manage media to be informed and have a constant presence to encourage media interest and replies for interviews & reviews.  
 (Content management – pictures, video, written material, distribution of news, updates, monitoring and increase of interaction of online traffic)
- Artist Interviews & Album Reviews (Media Interviews & Media coverage & presence such as features, spotlights, media mentions in the following media outlets
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- Online PR (Zines, Informative Websites, Blogs, Podcasts, VideoCast,
- Radio Airplay, Tracking of Playlists and Charting
- Interviews for Artist/Band)

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

- Rate: \$200  
 (plus applicable GST/ QST taxes)  
 - Duration: 6 weeks

Includes the following for Scope of Work & Deliverables:

- EPK for band + New Band Biography hosted on AMR website.
- 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.

**Package D:**

**HITTING THE AIRWAVES - CANADIAN CAMPUS / COLLEGE RADIO PROMOTIONS**

- RATE: \$600  
 (plus applicable GST/ QST taxes)

(Paid in 4 invoiced payments bi weekly)  
 Duration: 2 Months / 8 weeks

Includes the following for Scope of Work & Deliverables:

- EPK for band + New Band Biography hosted on AMR website.
- 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.

**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, Immortal Guardian, 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, Mutank, Planet Eater, Vesperia, Rockshots Records, Wacken Metal Battle Canada/USA, Armstrong Metal Fest, Loud As Hell MetalFest, Calgary Metalfest, Metalocalypstick Fest, Decimate MetalFest 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).

### Festivals:

Armstrong Metal Fest (Armstrong, BC)  
Electric Highway Festival (Calgary, AB)  
Decimate MetalFest (Calgary, AB)  
Hyperspace Metal Festival (Vancouver, BC)  
Loud As Hell Metal Fest (Drumheller, AB)  
Metalocalypstick Fest (Lone Butte, BC)  
Le FestEvil (Quebec City, QC)  
Wacken Metal Battle Canada / USA for Wacken Open Air (Wacken, Germany)

### Label:

Rockshots Records (Italy)

### Associations:

CARAS Member – The Canadian Academy of Recording Arts and Sciences

### Guest Speaking Events:

How To Climb The Metal Ladder presented by Heavy Metal Music Association of Canada (2012)  
Indie Week (Toronto) 2010/2014/2015  
Noctis Fest (Calgary) 2010 / 2012/2013  
Halifax Pop Explosion 2009  
McGill University – Lecture on Music Publicity 2007/2008/2013/2015/2017/2018  
Alberta Music (Calgary) - Lecture on Music Publicity - 2015  
SXSW (Austin, TX) - PR Mentoring Session – 2016  
ShrEdmonton (Edmonton, AB) – 2016

### What We Do - Scope of Work:

- Design, Updating & Distribution of Media Kits to Media Contacts
  - Writing & Distribution of News Releases to Media Contacts
- Artist Representation to Media Outlets / Networking on behalf of client
  - Contacting media for Interviews, Album Reviews, Radio Airplay (FM/AM, Online, Spotify), Tour / Concert Publicity
  - Media Training & Consultation
  - Media Follow Ups

### Deliverables:

- Image Awareness of Client
  - Album Reviews, Media Interviews, News Coverage, Features, Spotlights, Live Reviews
- For the following media:
- Print (Monthly, Weekly, Daily, Magazine)
  - Radio (Campus airplay & Interview bookings) with RADIO CHARTING
  - Television (Interview & Video Promo)
  - Online PR (News, Zines, Informative Websites, Blogs, Podcasts, VideoCast)

## TESTIMONIALS:

"...I remember coming home after getting the first pressing of our record and being so proud and excited, but also having this feeling of "WHAT NOW?", wondering if they should go with Jon...Do it and pushed our band and exposed our music to more media and listeners in three months than we had in the previous three years. A publicist is the best thing you can do for your band and ASHER MEDIA is as easy to work with. The results are tangible, professional, dedicated and committed to your success as any you'll find. Much love from the ADRENECHROME boys."

– Chris Friesen – Adrenehrome

"Jon Asher has been an integral part of our team for years, and I've recommended him to many other bands looking for promo help. He gets shit done and is a true professional! Not to mention a cool dude."

- Tim Brown - Striker

"Jon Asher is a world-class professional. He always gets the job done and at a fast pace. With very reasonable price packages he is the right PR guy for bands or festivals of all sizes. I've used him for my band and management company. 100% recommend Asher Media Relations."

– Eric Dow  
- Hellsof/Fatal Illness Management/  
Wacken Metal Battle USA

"Jon Asher is the man you want if you're looking to do PR for your band. Doesn't matter if you're big or small he'll always give 110% to land you the biggest outlets and coverage he can. A+ experience, Jon is a joy to work with and we wouldn't hesitate to hire him again. If you're looking to take your band to the next level, look no further than Asher Media Relations."

- Matt Leblanc - Ancient Thrones

"Jon has done an absolutely killer job working on Hyperspace Metal Festival. His professionalism and promptness have helped elevate the festival to the next level. If you're promoting an international metal event in Canada you'd be a fool to not have him on your team."

– Joey Hockin  
– Journeyman Productions /  
Hyperspace Metal Festival

"Working with Jon Asher at Asher Media was a great experience for us at Iron Kingdom, he was involved in our latest album 'On The Hunt', which was released on Oct 4th, 2019. He not only did the expected tasks of a PR company, (getting us album reviews online and in magazines, interviews, radio play, etc..) but he also went beyond that, he took on additional roles such as suggesting how best to build hype around our new release, and how to schedule that hype properly. Jon even came out to meet us and watch us perform in his hometown, and he even helped us promote an additional tour simply as a friend helping us out. I highly recommend Asher Media as a hard-working, and genuine PR company that any band should be proud to hire."

- Chris Osterman - Iron Kingdom

"Imonolith has worked with Jon Asher for just over a year now. His work is top notch, consistent and punctual. We want to be as professional as possible in the music industry and, Asher Media helps us accomplish that. We highly recommend Asher Media for all your Canadian PR needs."

- Imonolith

"Not only is Jon Asher fun to work with, he is also one of the most persistent dudes I've ever met in the music industry... he does what he says he's going to do, and doesn't make claims that he can't back up."

– Joshua Key – Psychostick

"Through working with Jon, our local and international fanbase has grown. His company lays it all out for us as a band, a clear objective, sources, and price. Since our first major release, we trusted Asher and excitedly anticipated the results. Asher Media Relations is a mainline to the rest of the Metal community. You get out of it what you put in, and AMR elevates a band to a level of professionalism in personal presentation and in the press."

– Black Absinth

"A good publicist should be the corner stone of any serious musical act's marketing plan. Asher Media Relations is without a doubt the best metal publicist in the country, and it helped us get attention from a wide range of media, including our targeted audience. We probably wouldn't have record deals today if we didn't have AMR to help us in the first place, and we owe Jon for this."

– Nicolas Miquelon – Norilsk

"I work with many people in the business and no one work as hard as Jon at Asher Media! Let's face it, without that guy the scene will fall down in a second. He represents the passion, the hard work and the heart of music. With him the sky is the limit!"

- DjpunkassBed  
– Prescription Punk Rock CKRL 89.1 FM  
(Quebec City)

"Asher's been the extra kick we needed to punch up our releases. We've released two albums previously and people didn't notice them as much as Prototype. It's a professional business with awesome results, and lots of efforts are put into getting the word around!"

– Stef Jomphe – Insurrection

"Infrared has worked with Asher Media multiple times and each time Jon delivered exactly what was promised and more. He is easy to work with and really guides you through the PR process. The exposure we gained through working with Asher Media was impressive to say the least. Will definitely be using Asher Media in the future."

- Infrared

"Jon did a great job handling press for our release! We had some fantastic placements, and he was always incredibly responsive and timely for all of our questions. Would highly recommend!"

-Fang VonWrathenstein - Barbarian Vocals,  
Lords of the Trident

"There are two kinds of people in the music industry: those who like to talk about results, and those who deliver them. Jon is the embodiment of the second. We've worked with him for all our releases for Red Cain, and there is no one else who will absolutely step it up 110% and fight for your band day after day, to get you heard, seen, and talked about in hundreds of press outlets."

When it comes to marketing, you get what you put in, in terms of quality material and collateral - but if you approach this professionally and provide Asher with a release schedule and strong media content, he is a battering ram, and will get you reviews, interviews, airplay, and everything in between. Despite nominally being a North American publisher, Asher Media can get a surprising amount of overseas presence for your band as well (we had interest from UK, Germany, etc), and there is no overvaluing the strong relationships with media outlets Jon has built over his years in the business.

Building a lasting relationship with Asher has been a huge benefit for us as a band - but he is just a great dude as well. Approach him professionally, give him all the tools, and treat his work with respect, and he will take care of you - it's as simple as that."

- Evgeniy Zayarny - Red Cain

"We have had the pleasure of working with Asher Media for many releases now. He's been our go-to guy for a little over 3 years and we love working with him. I don't think we have met anyone else who drives and works so hard for your band. You feel and know that he believes in your band and product your pushing, and he gets that out there better than anyone else could. The results and feedback speak for themselves, as well as Jon just being a very stand up guy all around."

- Woodhawk

"Asher Media Relations was the biggest single action we took as a band to get our music heard. In a matter of months, we had interviews on radio stations, podcasts, and print magazines. We had our music featured on multiple leading heavy music websites/social media. It turned into real dollars when we started seeing album and merch sales all across the globe. Can't recommend Jon enough - working with him truly changed the trajectory of our band."

- Derek Lionas - Getaway Van