



WWW.ASHERMEDIARELATIONS.COM

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“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 - \$150 (for announcement of album, tour dates, band news / studio update, teaser)

Package A: ALBUM / EP PROMO CAMPAIGN:
(WITH an Advertising Budget of \$1050)

- RATE: \$800 per month
 (This includes advertising budget as part of retainer)
 (Paid in 6 invoiced payments bi-weekly)
- Duration: 3-4 Months / 12 -16 weeks
- Begins between 6 - 8 weeks before sales date and continues between 6 - 8 weeks after sales date:
- Package is to promote Artist, Album & Image Awareness
- EPK for band + New Band Biography hosted on AMR website.
- Total of Campaign is \$2400

(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)

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: \$430 per month
- Duration: 3-4 Months / 12 -16 weeks
- Begins between 6 - 8 weeks before sales date and continues between 6 - 8 weeks after sales date:
- Package is to promote Artist, Album & Image Awareness
- EPK for band + New Band Biography hosted on AMR website.
- (Paid in 6 invoiced payments bi-weekly)
- Total of Campaign is \$1290

(Note: This package includes Canadian Campus FM Radio network campaign.
 Recommended 50-100 CDs for Radio Stations)

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 C: SINGLES AND / OR MUSIC VIDEO PACKAGE PROMO

- Rate: \$215
- 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: \$655
 (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. Promotional CDs needed 50-100. 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, 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)

