



## PROMOTIONAL PACKAGES

**Album Promotions: “Album of the Month” or “Featured Album”** - We have special promotions around particularly strong albums, noting them as our "Album of the Month" or our “Featured Album.” This is an excellent validation by us to the soul music community about the quality of the Album and serves as a superb promotional vehicle for the artist. As part of the promotion, we include a media player (such as Spotify or Soundcloud player) to play clips from the album and link to an external e-commerce store, such as Amazon.com, for purchase and fulfillment. This tends to work best for more established artists.

**Song Promotions: “Song of the Month” or “Choice Cut”** – We offer a one month stream of a song we feel will appeal to our readers and will help introduce the artist's album. We work with the artist to pick the album cut that best fits our audience. Often it is the first single from the album or an alternate version or remix of a song from the album. This can work well for both established or emerging artists.

**Each of these promotions include:**

- One month of banner ads pointing to the promotional page. Expect 250-350,000 ad impressions.
- A dedicated email blast to our 33,000+ email subscribers.
- Banners included in at least four other email blasts during the month (130,000+ receipts).
- Facebook and Twitter posts, plus a Facebook “boost.”

**Going For Adds** – This is a special email blast that promotes a single to music media leaders for inclusion on playlists. Over 2,500 of our subscribers are music media people, including many radio program directors who use our downloads for their shows. This “Going For Adds” dedicated email to that group includes information on the artist and single, as well as a call to action to download the mp3 from SoulTracks for addition to their playlists.