

# JUNKFOOD PR



## What is good press worth to you?

We believe in the innate value of earned press. That's why we started Junkfood PR. The truth is that publicity takes time if done well, but if you value real press, it pays off. We put effort into our campaigns that mirrors your talent and hard work. It's challenging to get the attention of writers and editors, but our staff has experience in that world. Press won't make anyone famous overnight. It's more about the long game. With each release that earns press, you increasingly emerge as an artist to watch. We strive to build your buzz and present your story to the public in ways that develop deeper relationships with fans.

### ONE-STOP:

#### **\$1800** / SINGLE RELEASE:

We build a custom electronic press kit (EPK), then do a personalized run to hundreds of relevant press outlets, spanning from mainstream to indie.

#### **\$2400** - ALBUM RELEASE:

We build a custom EPK and do a personalized run to all relevant outlets and radio stations, but albums take more time to get reviews and placements, so we work on outreach for longer.

#### RETAINER: **\$1000** /month (minimum 3-month sign-on):

We work to get your release(s) continual results and coverage. This includes playlisting, as well as radio airplay and shows/tour promotion. Got a big tour coming up? We'll reach out to local press in the cities you're passing through.

### WHAT WE NEED TO GET STARTED:

- Proper lead time - 4 weeks for singles, 6-8 weeks for albums
- Press Photos
- Download of the song(s) in MP3 or WAV format
- Private streaming link to song(s)
- Social media links
- Lyric or music video are strongly recommended but not necessary