

# JUNKFOOD PR



Welcome to Junkfood PR. We're so happy you've found us. Toss aside all that you've heard and experienced with PR before, because we built ourselves to operate differently from the rest. This has proven effective in both results and return clients. We want you to get results that mirror your talent and hard work. As artists ourselves, this company was born of a need for better, more personal ways to get artists and music noticed.

**WHY GET PR?** These days algorithms may rule the world, but earning respectable press on sites with strong SEOs boosts your buzz outside the apps, which in turn helps get you verified and playlisted. Pairing your release with public relations will build your brand and style, as well as present your story to the public in a way that will develop deeper relationships with fans.

**WHAT KIND OF PR DO I NEED?** We have two different options available:

1. **ONE-STOP:** For a flat fee of \$1000, we build a custom electronic press kit (EPK) featuring all your new content, then do a one-time personalized run for a single or an album release to hundreds of relevant press outlets, spanning from mainstream to indie.
2. **RETAINER:** For \$1500 a month, we will get your release(s) continual results and coverage. This includes getting your music on legitimate playlists as well as international radio coverage. Each week we will present you updates on new features and adds. Got a big tour coming up? We will make sure you get local coverage in the cities you're booked.

**WHAT YOU NEED TO GET STARTED:**

- Proper lead time - 3-6 weeks
- Unpublished, fresh Press Photos
- Download of the song(s) in MP3 or WAV format
- Streaming link to song(s)
- All social media links to be included in EPK
- Lyric or music video (strongly advised but not necessary)