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**DRP MARKETING & BRANDING INC.**

To: \_\_\_\_\_

From: **Digiprozs Radio Promotion** – John. Gee – Radio Marketing Director.

I would like to take this opportunity to introduce our company to you. We are a radio marketing & promotions company that specializes in taking urban and hip-hop records from the street to urban and rhythm radio. We are not a record pool. We work college and BDS stations across the country dealing directly with music and program directors of each station. (Currently we have 500 college stations and 5 BDS stations.)

Our client list includes working with major records as well as smaller ones that do not have a promotional staff. Our fee is determined by the amount of work required for the life of the project (NOT by station). The labels we have worked with are included in our list. Our promotional work includes sending a copy of the record (MP3) to all the stations on our mailing list. The mix single versions will be sent to mix DJ's at our stations. All Mp3's will be sent to program and music directors of each station. We will provide feedback in a report, informing you of the status of your record on radio. Your music must be BDS encoded, if not our company can encode it for a small fee of **\$50.00**

**DRP MARKETING & PROMOTION INC.**

Below are labels that send music to our station we've have had much success with, and breaking their records:

- |                        |                        |
|------------------------|------------------------|
| 1) Sony Music Group    | 8) Azoff Music Group   |
| 2) Road Runner Records | 9) Capital Records     |
| 3) EMI                 | 10) Universal Republic |
| 4) Atlantic Records    |                        |
| 5) Interscope          |                        |
| 6) Def Jam             |                        |
| 7) Warner Bros.        |                        |

Some of the past artists we have worked with and became a factor for their success with radio include:

- |                      |                   |
|----------------------|-------------------|
| 1) Lil Jon           | 14) Rihanna       |
| 2) Chris Brown       | 15) Shade Jenifer |
| 3) TY Dolla Sign     | 16) Niki Minaj    |
| 4) Drake             | 17) R. Kelly      |
| 5) Birdman           | 18) Beyonce       |
| 6) Justin Timberlake | 19) Lil Wayne     |
| 7) Snoop Dogg        | 20) Kanye West    |
| 8) Alicia Keys       | 21) David Guetta  |
| 9) Rockie Fresh      | 22) Akon          |
| 10) OT Genasis       | 23) Tyga          |
| 11) French Montana   | 24) Tyrese        |
| 12) T-Payne          | 25) DJ Mustard    |
| 13) TI               | 26) Rick Ross     |

We specialize in taking urban and hip-hop records from the street to urban and rhythm radio. We also service Internet radio stations, blogs, record reviewers, numerous record executives which include key A&R, Promotion People from both indie and major record companies. Please feel free to call us anytime to discuss your project or any other tracks you are about to release, at 414 737-5526 (J. Gee)

**Beta Test Music:**

Here's what we do:

We send your clean track to program directors on our partner list to get ratings on you music, to see if it will perform well with our other stations and Mixshows. Once we have ratings back from the stations we tested your music with, we will select a program that fits your record. Our price for beta testing is a **\$250** onetime fee. (None re-fundable).

Stations we use to test your records, **DBEA-ST - 103.7 Da Beat** -ROCKFORD, IL - **WTSX - Power 104.9** - KOKOMO, IN - **89.9 WORT FM-MADISON, WI** - **WCCR-CYPER RADIO** - MEMPHIS, TN

## Basic Package:

Here's what you get "Once your music has been tested":

We recommend clients start with 1- 2 spin a day on our station and promotion.

**DRP** creates an E-Blast with your BIO, attaching your MP3, and Social Links/Sites, emailed to 30,000 fans and listeners.

**DRP** will blast your music to our college station list, to create more station request for your music.

Your music will premier on our **103.7 Da Beat** (Mixshow) the first week, if client is satisfied with ratings, then your music is added our playlist, once you purchase our Basic package, **DRP** will evaluate request, responses and call-ins to determine if we should increase spins in our daily playlist or add more stations. The fee for this package is **\$1500** (Must be paid upfront). This package runs for **15 Days/3 weeks**. (None re-fundable).

## Gold Package:

Here's what you get: "Once your music has been tested"

We add your single track to our playlist (**BDS**) monitored – (**Clean Version**)

**DRP** creates an E-Blast with your BIO, graphic banner, your Artwork, attaching your MP3, and Social Links/Sites.

(Promoted 2x's a week). 1 Ad banner a week promoting your record to our fan base, IG, Twt, FB.

**DRP** will email your music to 300+ college stations, requesting other college stations to play your music.

Your music will be played on **DBEA-ST - 103.7 Da Beat** –ROCKFORD, IL - **WTSX - Power 104.9** – KOKOMO, IN **89.9 WORT FM-MADISON, WI - WCCR-CYPER RADIO** – MEMPHIS, TN – your music will get played at least 1-2 x's a week and our (Mixshow). We will evaluate all requests and responses. The artist will then get 2 interviews with our station radio personalities, (we also will send you weekly BDS reports) for all spins reported by our streaming partners. The fee for this package is **\$2,500** (Must be paid upfront). This package runs for **60 Days**. (None re-fundable).

## Platinum Package:

Here's what you get: "Once your music has been tested"

We add your single track to our playlist (**BDS**) monitored – (**Clean Version**)

**DRP** creates an E-Blast with your BIO, a 1 sheet, graphic banner, your Artwork, attaching your MP3, and Social Links/Sites.

(Promoted 4x's a Month). 2 Ad banners a week promoting your record to our fan base, IG, Twt, FB.

**DRP** will email your music to 800+ college stations, requesting other college stations to play your music.

Your music will be played on our **DBEA-ST - 103.7 Da Beat** –ROCKFORD, IL - **WTSX - Power 104.9** – KOKOMO, IN - **89.9 WORT FM-MADISON, WI - WCCR-CYPER RADIO** – MEMPHIS, TN, daytime and evening shows are available.. We will evaluate all requests and responses. The artist will then get 4 interviews with our station personalities, (We will also send you a BDS report each month) for all spins reported by our streaming partners. The fee for this package is **\$6,500** (Must be paid upfront). This package runs for **90 Days**. (No Re-funds). **All other packages beyond our Platinum package are considered custom packages. Contact us about a custom package today at: [digiprozs2010@gmail.com](mailto:digiprozs2010@gmail.com)**

## College Station Blast Packages:

**DRP** will email your music to 500+ college stations, requesting more college stations to request your music.

**DRP** creates an E-Blast with your BIO, graphic banner, your Artwork, attaching your MP3, and Social Links/Sites.

Your blast will be sent to college program directors who will decide if they want to add your music, this packages runs 30 days.

The fee for this package is **\$1,200** (Must be paid upfront). "This is a onetime blast". (None re-fundable).

## DRP Radio Promotions & Consulting Package:

We service the music industry digitally with our own E-blast to our subscribed 12,500 data base. We service and work viral marketing to (Youtube, Facebook, Twitter, Web Sites and other social sites, internet hip hop sites and radio) . We service and work the mix djs and major mix dj organizations as well as record pools to cover the clubs nationally. We will service commercial radio, community radio, and college radio and set up artist interviews to help create a fan base for artist. To get into this program would need artist 1-sheet for national mailing (One sheets must be commercial quality), MP3 and wave files are accepted. **DRP** also offers a smaller radio package which doesn't include viral marketing person but includes radio promotion to college stations, the fee for this package is **\$2,500** (Must be paid upfront) (None re-fundable). All BDS stations pay streaming royalties to artist. For all other custom packages, adding stations of your choice, please contact our reps.

John Gee

**DRP**- Pres.

Contact us today!

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Visit us online at [www.drpradio.com](http://www.drpradio.com)

