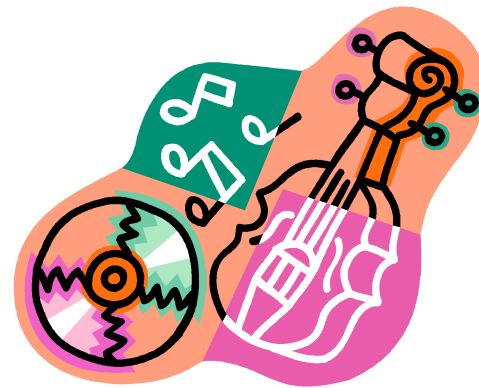

Production and Promotion

Business of Music
Mrs. Deady



Costs to Produce a CD

- Studio Time
- Musicians
- Producer
- Engineer
- Mixer
- Storage media



Studio Time

- Ranges from \$35 to \$300 an hour
 - For example, one song takes 15 hours, so 10 songs take 150 hours
 - $150 \times \$35 = \$5,250$
 - $150 \times \$250 = \$37,500$



- If you can do this yourself because you already have a studio in your home, this cost is zero; you can amortize the costs of the studio over time.

Musicians



- Non-union costs are \$25 per hour
- Union scale is \$100 per hour (but good to check going rate)
 - Back to our example: these 10 songs need 50 hours for basic track recording:
 - 4 musicians x 50 hours = 200 payable hours plus add in 50 additional hours for one musician to overdub:
 - @ \$25 per hour x 250 hours = \$6,250
 - @ 100 per hour x 250 hours = \$25,000



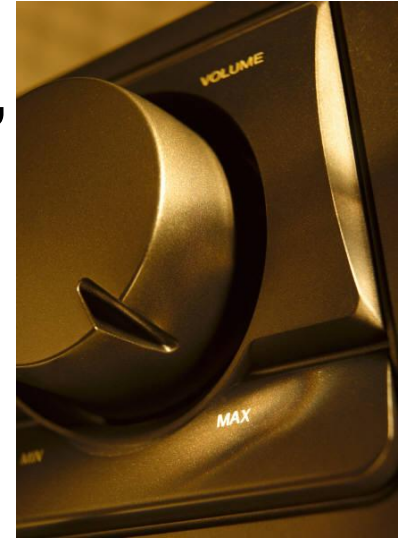
Producer



- Oversees and directs the recording sessions
- Paid \$200 per song, on average
- Low end of \$30/hour x 150 hours = \$4,500
- High end of \$1,000 per song = \$10,000 + 3% of sales earnings

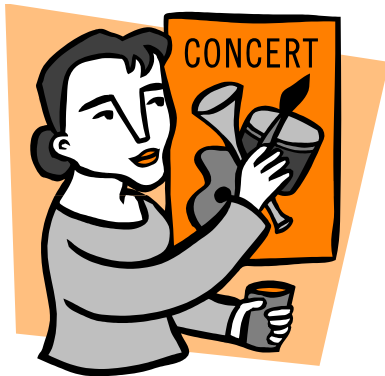
Mixer

- Shapes the raw tracks by balancing the volume levels of voices and instruments, adding sound effects, and optimizing equalization
 - Low end – do it yourself, cost \$00
 - Usual cost is \$50 – 75/hour; $\$75 \times 150 = \$11,250$
 - For budgeting, assume $\$100/\text{hour} = \$15,000$



Promotion Costs

- Press Kits
- Collateral
- Stationery
- Newsletter
- Mailing Lists
- Mail/Postage
- Record Promotion
- Professional PR
- Tour Support



Press Kits

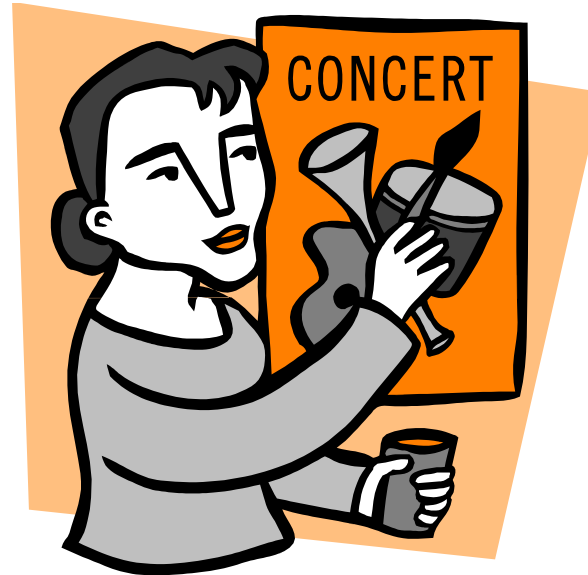
Your primary method to introduce and sell your group!

- Fact Sheet about the CD release
- Biography of members
- Newspaper clippings or magazine article
- Photo of the Band
- Copy of the CD
- Cover Letter of Introduction



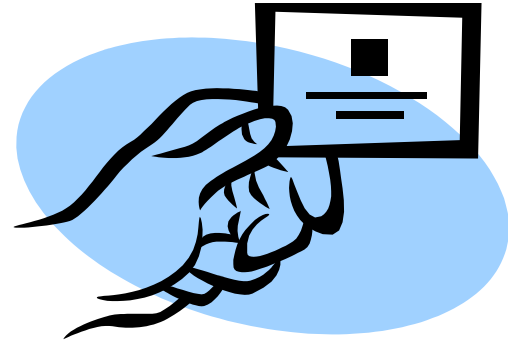
Collateral

- Posters
- Flyers
- Promotional Postcards
- Bumper stickers
- T shirts



Stationery

- Letterhead
- Blank second sheets
- Envelopes
- Business cards



Tour Support

- Hotel
- Travel costs – bus, gasoline
- Food
- Equipment rental
- Support staff

