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BEATLOCK.NET
MEDIA KIT

WHO WE ARE

KIRK FRANKLIN
LOSING MY RELIGION

BEATLOCK.NET is a resourceful interactive digital media platform for christian music and artists worldwide. Our mission is to deliver the freshest trends and latest news in the christian music culture by providing the best selection of christian music available while engaging and promoting christian artists across the globe.

BEATLOCK MUSIC GROUP is an Intergrated Marketing Communications (IMC) and PR company that services Africa and around the world with online & offline music media. Our sole aim is to offer affordable music IMC & PR services and create dynamic press campaigns for our clients driven by results and an enthusiastic work ethic. We promote Artists, DJs, Events, Singles, EPs, mixtapes and albums.

We are the driving force behind a huge worldwide network of music journalists, music bloggers marketing professionals , copywriters, radio pluggers, DJs, social network promoters, A&R executives music Industry professionals and more. We are a young thriving team of music masters with big ideas.



REACH

- + 20,000 Unique radio Listeners/mo
- + 30 minutes average time per listener
- + 9000 Average web visitors/mo
- + Web Visitors spend an average of 10 minutes per visit!
- + 156 Unique Countries Streaming worldwide.

DEMOGRAPHICS

GENDER	AGE	
Male	< 18	14%
Female	18-25	29%
	25-35	40%
	35 +	17%

“

We can custom any promotion targeted to our demographic audience.

We reach a wide array of people via several media mediums which enables us to provide you with maximum exposure by promoting your campaign through multiple media channels and outlets!

”

ADVERTISE

Buzz Maker Campaign \$200

One Month Twitter, Facebook & Instagram
One Month Radio Promotion
One Month Banner

Album Release Campaign \$450

Two Months Chopshop Album preview
Two Months Splash page
Three Months Banner

Radio Commercials

- 21 Commercials | 5 one liners (3 wks) **\$250**
- 35 Commercials | 10 one liners (5 wks) **\$350**
- 56 Commercials | 20 one liners (8 wks) **\$500**

Custom commercials by **Morph communications network** at a special rate with your package.

- 30 Sec Commercial at **\$150**
- 60 Sec Commercial at **\$250**

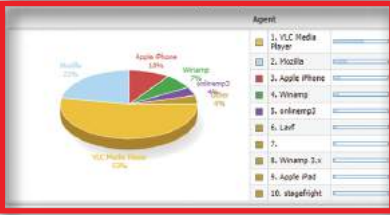
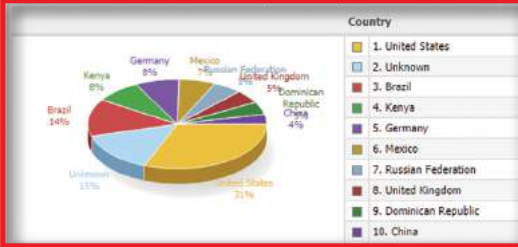
(Examples Upon request)



THE MUSIC CENTER STAGE



Period Overview			Listener Trends		
Metric	Value	Metric	Value	Period	Value
Total listener minutes	158918 minute(s)	Total data transfer	150 GB	7-day trend	770.75% ▲
Total listening hours (TLH)	2615.30	Average data transfer	1.7 MB	14-day trend	128.51% ▲
Total sessions	88018 session(s)	Unique listeners	26888 listener(s)	30-day trend	123.40% ▲
KSCAP music sessions	80588 session(s)	Unique countries	156 countries		



**WE CATER FOR BOTH
LOCAL AND
INTERNATIONAL
ARTISTS!**



PLATINUM MUSIC PACKAGE



FOR MUSIC ARTISTS AND RECORD LABELS

GENERAL SERVICES

- NO SIGN-UP FEE
- GENERATE INCOME FROM MUSIC SALES
- REAL TIME SALES TRACKING WITH REGULAR PAYOUTS
- SOCIAL METRICS OF FAN BASE AND CONSUMPTION
- SOCIAL NETWORKING THROUGH FACEBOOK, TWITTER AND INSTAGRAM
- PUBLICITY, ADVERTISING AND PERFORMANCE OPPORTUNITIES AT BEATLOCK EVENTS
- BECOME PART OF BEATLOCK LIFESTYLE BRAND

EXCLUSIVE PLATINUM ONLY

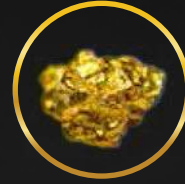
- SPLASH AD ON HOME PAGE SLIDERS THRICE PER WEEK
- EXCLUSIVE PREFERENCE ROTATING BANNER ADS ON SIDE (png/jpg/gif /video)
- CHOPSHOP AND ALBUM LISTENING SESSION (7 days/ 1 week)
- FEATURED VIDEO ON RELEASE DAY
- FEATURE SINGLE AS A FREE DOWNLOAD
- PROFESSIONALLY WRITTEN PRESS-RELEASE
- ARTIST INTERVIEW ON BEATLOCK RADIO AND WEBSITE
- FULL COVERAGE ON HOME PAGE ON ALBUM RELEASE DAY
- IPHONE AND ANDROID APPS PROMOS OF ALBUM
- EMAIL NEWSLETTER PROMOTION TO LABEL REPRESENTATIVES, DJs, A&Rs, JOURNALISTS & BLOGGERS
- MUSIC PROMOTION ON BEATLOCK RADIO FOR 6 MONTHS
- SOCIAL MEDIA PROMOTION ON FACEBOOK, TWITTER & INSTAGRAM



GOLD /

MUSIC PACKAGE

FOR MUSIC ARTISTS AND RECORD LABELS



GENERAL SERVICES

- NO SIGN-UP FEE
- GENERATE INCOME FROM MUSIC SALES
- REAL TIME SALES TRACKING WITH REGULAR PAYOUTS
- SOCIAL METRICS OF FAN BASE AND CONSUMPTION
- SOCIAL NETWORKING THROUGH FACEBOOK, TWITTER AND INSTAGRAM
- PUBLICITY, ADVERTISING AND PERFORMANCE OPPORTUNITIES AT BEATLOCK EVENTS
- BECOME PART OF BEATLOCK LIFESTYLE BRAND

EXCLUSIVE TO GOLD ONLY

- SPLASH AD
- ROTATING CONTENT ADS ON THE LANDING PAGE AS PREFERRED FEATURED CONTENT
- CHOPSHOP AND ALBUM LISTENING SESSION (7 days/ 1 week)
- FEATURE SINGLE AS A FREE DOWNLOAD
- MUSIC PROMOTION ON BEATLOCK RADIO FOR THREE MONTHS
- FULL COVERAGE ON HOME PAGE, ALBUM RELEASE DAY
- EMAIL NEWSLETTER PROMOTION TO LABEL REPRESENTATIVES, DJs, A&Rs, JOURNALISTS & BLOGGERS
- ARTIST INTERVIEW FEATURED ON BEATLOCK RADIO AND WEBSITE
- PROFESSIONALLY WRITTEN PRESS-RELEASE
- SOCIAL MEDIA PROMOTION ON FACEBOOK, TWITTER & INSTAGRAM



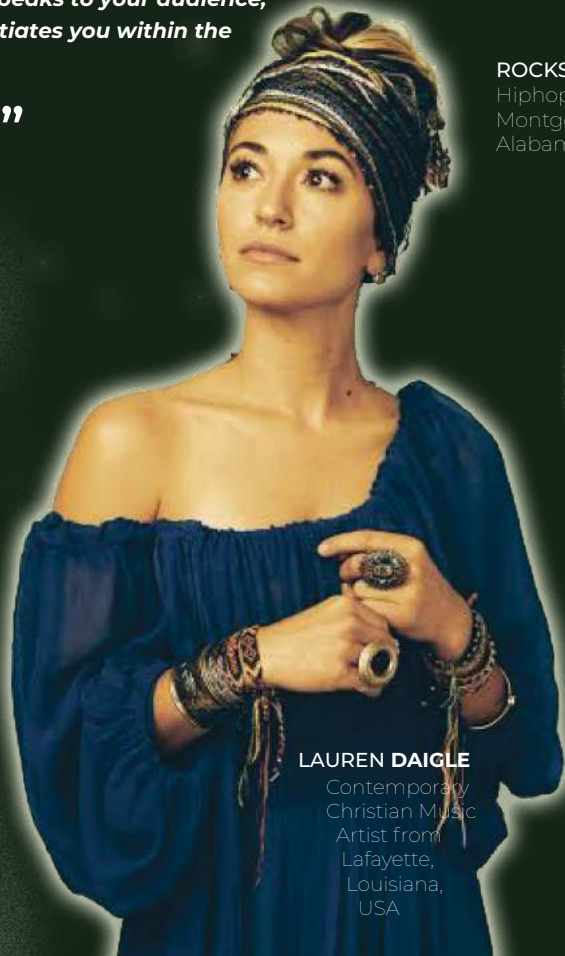
“

“We build a strategy to ensure that your brand not only speaks to your audience, but also differentiates you within the industry”...

”



BIG YAE
Hip Hop Artist
and Music Producer
from Montgomery,
Alabama



LAUREN DAIGLE
Contemporary
Christian Music
Artist from
Lafayette,
Louisiana,
USA



ROCKSTAR JT
Hip hop Artist from
Montgomery,
Alabama



CZAR JOSH
Southern
Hip hop
Artist from
Lynchburg,
Virginia.



SILVER / MUSIC PACKAGE



FOR MUSIC ARTISTS AND RECORD LABELS

GENERAL SERVICES

- NO SIGN-UP FEE
- GENERATE INCOME FROM MUSIC SALES
- REAL TIME SALES TRACKING WITH REGULAR PAYOUTS
- SOCIAL METRICS OF FAN BASE AND CONSUMPTION
- SOCIAL NETWORKING THROUGH FACEBOOK, TWITTER AND INSTAGRAM
- PUBLICITY, ADVERTISING AND PERFORMANCE OPPORTUNITIES AT BEATLOCK EVENTS
- BECOME PART OF BEATLOCK LIFESTYLE BRAND

SILVER MUSIC PACKAGE

- SINGLE SPLASH AD PER ALBUM RELEASE DATE
- ROTATING CONTENT ADS ON THE LANDING PAGE AS PREFERRED FEATURED CONTENT
- FEATURED SINGLE AS A FREE DOWNLOAD
- SOCIAL MEDIA PROMOTION ON TWITTER, FACEBOOK, & INSTAGRAM
- FULL COVERAGE ON HOME PAGE ON ALBUM RELEASE DAY
- MUSIC PROMOTION ON BEATLOCK RADIO FOR ONE MONTH
- EMAIL NEWSLETTER PROMOTION TO INDUSTRY CONTACTS



MINIMUM CAMPAIGN PACKAGES

FOR MUSIC ARTISTS AND RECORD LABELS

While a full scope campaign for an album release, artist promotion or for a record label is a beautiful and fruitful undertaking, **Beatlock.net** also considers catering for all budget sizes or campaign scopes that may best fit the client. Below are the minimum campaign packages offered. For a full scope campaign contact us via this email: **Campaigns@beatlock.net**

DIRECT EMAIL

1/week, on Monday

EMAIL NEWSLETTER

Sent once every 2 weeks.

FEATURED VIDEO TRAILER

10 minutes max.
YouTube URL or .mov
1 per week, runs for the week

SPOTLIGHT VIDEO

Run of Site (ROS)
10 minutes max.
YouTube URL or .mov
1 per week, runs for 1 week

FEATURED DOWNLOAD

Run of Site (ROS)
1 per week, runs for 1 week

BANNER ADS

200kb size limit

SPLASH PAGE

Own the frontpage with your ad!

CHOPSHOP ALBUM PREVIEW AND LISTENING SESSION

Run of Site (ROS)
1 per week, runs for 1 week



Please deliver the following to beatbuzz@beatlock.net at least **Five (5) business days**, (one week) prior to schedule live date.

FOR DIRECT EMAIL, EMAIL NEWSLETTER

Subject Line

5 professionally executed images

Brief content with your links included.i.e. youtube or vimeo links, your website link, purchase options for your album, album cover(s)

FOR FEATURED VIDEO

Youtube or mov link to profile and music video

FOR SPOTLIGHT VIDEO

Youtube or .mov link to profile and music video or alternatively we can create the content for you.

Exclusive backstory video on the album

CHOPSHOP

Album cover: 540x540 png, jpg or gif

zip file of album in mp3 at 192kbps (min)

READY BANNER ADS

728x90 or 300x250

200kb size limit.

png, jpg or gif

Your website link

You can request for design services to have your banner done

SPLASH PAGE

5 professionally executed images

Brief content with your links included.i.e.youtube or vimeo links, your website link, purchase options for your album, album cover(s)

The design is internally done and hosting provided.

SITE SATURATION PACKAGE

5 professionally executed images

Brief content with your links included.i.e.youtube or vimeo links, your website link, purchase options for your album, album cover(s)

Exclusive backstory video on the album

Your social media links



MIXING & MASTERING

We've got mixing and mastering services that fits your requirements to be mixed. All mixing & mastering include analogue mastering which begins once the mix is confirmed as complete.

- **Mixing**

Mixing is the process of blending all the individual tracks in a recording to create a version of the song that sounds as good as possible – the "mix". The process can include: *Balancing the levels of the tracks that have been recorded. Fine-tuning the sound of each instrument or voice using equalization (EQ)*

We offer a professional mixing & mastering service by engineers who understand the clients needs. Select the service that fits your requirements and the amount of stems you require to be mixed. All mixing and mastering services include analogue mastering, which begins once the mix is confirmed as complete. Mixing is turned around in roughly 4-7 days. Order your mixing & mastering service by following simple instructions.

+ **Stem Mastering**

+ **Mastering**

+ **Post Production**

\$ 39

THE SINGLE

1 Track (mastered)

Free Revisions

48 Hours

\$12 Each Add

Career Advice & Music Feedback

[Purchase Now](#)

\$ 275

THE ALBUM

12 Tracks (mastered)

Free Revisions

72 Hours

\$ 15 Each Add

Career Advice and Music Feedback

[Purchase Now](#)

\$ 150

THE EP

6 Tracks (mastered)

Free Revisions

48 Hours

\$ 19 Each Add

Career Advice & Music Feedback

[Purchase Now](#)

All prices quoted are excluding VAT



TESTIMONIALS

Testimonials of some artists we've worked with.

"For now"

"No better words to say to this but the mix is world class" ~ Wilson

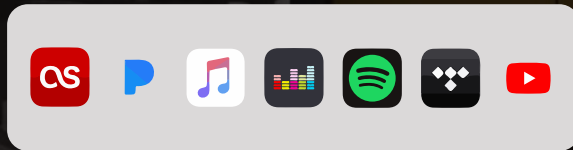
"Brooklyn Am Back"

"Listening to this and the old one. I feel the difference. Its fire! I sent it to 2 people and they really love it!!! It's pure fire! We gonna make waves with this!" ~Chad harp

"Hiphop Instrumental"

"I can't dispute that the mix is sooo on point!" ~Mburu

We'll master your song so it's ready for Spotify, iTunes, Apple Music and all other streaming services. Our purpose is to help artists' music get on the map!



17 years experienced mastering engineers who push your music and give that professional edge in a highly competitive market.

We offer discounts for multiple tracks, albums and compilations.

Additional formats are available on request and are charged at **\$10** each. Please note that due to the additional processing required MFIT masters are charged as an additional pass. Check our [terms and conditions](#).



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THE MUSIC CENTER STAGE