

ARTIST & RECORD LABEL SERVICES



SERVICE PACKAGE



WHERE INNOVATION MEETS COMMUNICATION

ABOUT US

Cartel Australia is a pioneering artist and label service agency committed to fostering the growth of artists by expertly guiding them through the intricacies of the digital landscape.

Our mission extends beyond mere assistance; we aim to cultivate awareness through comprehensive artist development, innovative social and digital consulting, and the construction of robust foundations through effective communication and strategic marketing initiatives. At Cartel, our vision is to establish a dynamic culture that transcends conventional boundaries, igniting inspiration in individuals to not only sustain but elevate their artistic endeavors.

PRICING

At Cartel we understand that every journey is different and work to be flexible in assisting creatives achieve their goals. The pricing for each of the specific services will be discussed prior to the beginning of the service and will be based and agreed upon the client's needs. Depending on the service the creatives may need to combine parts of different services together to best execute the vision, pricing will reflect that.

All prices are inclusive of GST



DEVELOPMENT.

ARTIST DEVELOPMENT SESSIONS.

Cost \$220

After hours: (After 5pm Weekdays & weekends) \$270.

Includes:

Dive into a focused one-hour virtual session on Google Meet, designed to empower artists with key music industry insights. We assist artists to build structures for cultivating repeat listeners and a strong community, fostering sustainability for their project. Each session is personalized to the unique needs of the artist we're working with. After the session, you'll receive practical meeting notes, including a contact list of industry/media connections and ready-to-use email and press release templates. It's more than a session—it's a strategic boost for your journey in the music industry.

CAMPAIGN CONSULTING.

Cost:

4x week: \$1100

2x week: \$550

Includes:

Experience a bespoke service tailored to empower artists in expertly presenting their releases to the media landscape. Our comprehensive campaign consultation comprises engaging weekly Google Meet calls, each lasting up to one hour, where we collaborate with artists to meticulously structure their releases. This all-encompassing service spans the gamut of media outlets, including online platforms, DSPs, radio, and print, while also providing invaluable assistance with any release administration queries. Artists receive exclusive access to an extensive network of media contacts, invaluable resources, and proven structures, ensuring not only a profound understanding of the pivotal role of communications but also equipping them with the tools to flawlessly execute their promotional endeavors.



PUBLICITY.

RADIO SERVICING.

Commercial Radio. (Australia & New Zealand)

Cost: Price upon discussion.

Includes:

- Client liaison for the entire agreed upon time period
- Tailored, real time radio pitch sheet with feedback and status -Servicing to all radio stations aligned with release
- Cohesive feedback and in-depth radio consultation
- Pitching for potential radio interviews and mix sessions
- Pitching for radio tags and additions

Digital & Community Radio. (Australia & New Zealand)

Cost: Price upon discussion.

Includes:

- Client liaison for the entire agreed upon time period
- Tailored, real time radio pitch sheet with feedback and status -Servicing to all radio stations aligned with release
- Cohesive feedback and in-depth radio consultation
- Pitching for potential radio interviews and mix sessions
- Pitching for radio tags and additions
- Consultation on Australian Music Radio Airplay Project (AMRAP) and other servicing tools.
- PlayMPE management.



PUBLICITY.

ONLINE MEDIA & DIGITAL STREAMING SERVICING.

Online Media Servicing.

Cost: Price upon discussion.

Includes:

- Client liaison for agreed upon time period (agreed upon to extend)
- Tailored, real time pitch sheet with feedback updated regularly.
- Pitching to specific digital online blogs for feature articles.
- Presentation and consultation of all pay for play features.
- Submithub, Groover & Musosoup management.
- Strategic planning and client liaising to help build artist profile online.

Digital Streaming Servicing.

Cost: Price upon discussion.

**Please note as we are not distributors, this service does not service directly to editorial teams. However, we do service to an extensive user-generated playlist database aimed at developing repeat listenership.. We also consult with artists regarding development across the backend of each digital platform.*

Includes:

- Client liaison for the entire agreed upon time period
- Tailored, real time pitch sheet with feedback and status.
- Strategic planning and client liaising to help build an artist profile at a store level.



BRAND DEVELOPMENT.

ELECTRONIC PRESS KIT DEVELOPMENT.

Full Press Kit Development.

Cost: Price upon discussion.

**Please note, we do not provide photography services, but can assist in outsourcing and developing creative ideas for shoots*

Includes:

- Biography creation or update
- Pdf design
- Collation of assets (imagery, logo, copy)
- Logo creation

Copy Writing. (Press Release, Artist Biography, Spotify For Artist Submission etc)

Cost: \$110

Includes:

3x revisions

-Brainstorming to best vocalize messaging and branding into writing

-Written representation of vision.