



Woodlands Media has created Mezzanine, a promotion to assist new and developing acts generate national publicity and ministry opportunities.

The campaign, known as MEZZANINE, is a "start-up package" for artists who can demonstrate 'professional' musical potential – usually those with some experience – for example, one to three albums or EPs under their belt.

The goal is to generate (A) airplay on Christian radio, plus (B) exposure in Christian press for artists that we consider have the potential to 'break out of the pack' and become serious players in Australian Christian music.

If that is you, please continue...

### **RADIO AIRPLAY**

Woodlands Media will create a radio promotions disc containing:

- Radio single
- 90 sec radio vignette containing interview grabs with you

This approach will generate radio support. Some stations will play songs by new and developing acts on high and medium rotation. Others will give them spot play (one or two plays a week). Others will air the Mezzanine radio vignette on new artists as their way of supporting new talent. Either way you win!

WM will:

- Professionally manufacture 120 CDRs, black text on white background. Print double sided color CD slick, packed in 5mm super slim case, clear front/black back.
- Service a total 110 of the discs/covers to Christian radio stations, as well as Christian programs on community, commercial and ABC radio in Australia and NZ.
- Send 10 discs to you for your private use.
- Promote you as part of a series of new and developing artists.
- Create an email blast providing additional information about the CD that will be emailed to stations one week after postage. This might be in the form of a story (see below).

### **PRESS**

Woodlands Media will commission a 300-600 word article from one of our freelance writers, and attempt to secure publication of this story in at least one major Australian Christian publication. [You will need to provide quality publicity photos.]

- The story will be based on an interview or briefing with you.
- The story will also be offered to websites for their consideration after initial publication

**SERVICE INCLUDES**

Disc compilation to prepare master disc.  
Simple radio edits.  
Simple design of CD artwork for label and cover. Color printing of cover. 5mm CD case. Postage and packing. Email blast.

**SERVICE DOES NOT INCLUDE**

Mastering  
Complex radio edits  
Complex artwork designs  
CD booklets  
Jewel cases  
Non-standard CDRs  
Additional printed materials to accompany mail out  
Additional promotional expenses to secure airplay  
Cost of publicity photos  
Cost to record artist ID or song intro  
Cost of additional discs or printing,

**GUARANTEE**

Woodlands Media will present your music and ministry in a thoroughly professional manner to Christian radio and press. However, we do not guarantee airplay of the single, or publication of the story. However, our reputation ensures that you will be taken seriously.

**INVESTMENT**

Price available on request

**WHAT TO DO NOW?**

Please send a sample disc or song to:  
Wes Jay  
Mezzanine Project  
Woodlands Media  
PO Box 5027  
Ringwood, Vic 3134

**NOTE**

Established artists such as Reuben Morgan, Nathan Tasker, Paul Colman, and James Morrison (for example) will continue to be promoted under our 'Woodlands Media' brand.

The Mezzanine project uses elements of our general publicity campaigns and packages these cost effectively for new and developing artists.