



4838 E Baseline Rd. Ste. 121
Mesa, AZ 85206
Phone: 602.334.4741 • Fax: 866.847.4508
<http://www.UltraEntertainment.com>

Ultra Entertainment Press Kit Services

Creating a custom Press Kit will provide you with one of the best marketing and promotional tools available in the industry today. Using our services will ensure that you have a professional, impressive, and effective presentation of your project that will incite curiosity and heighten interest in your project from the very first glance!

This document will help to guide you through the process of designing your custom Press Kit with Ultra Entertainment Press Kit Services. We will start with a breakdown of the content options from which you can select. The amount of information you are able to include may depend on the how long your project has been together. Your Press Kit designer will help you to determine what information will be best to include for your specific project.

Press Kit Content Options:

- News Release**
- Artist Bio/Band Facts/ID**
- Recorded Music/CD Sampler**
- Photo**
- Press Clippings**
- Positive Quotes Page**
- Lyrics**
- Gigs/Past Performances**
- Contact Information**
- Logo**

The information that you choose to include in your custom Press Kit will be divided up into sections. A selection of the information will be featured on your color folder to draw attention to your Press Kit and encourage further investigation into your project. Your color folder will include a photo or photos of the band, your logo, contact information and snippets of information from your Press Kit content. All of your information, in its entirety, will then be loaded onto a CD in an EPK (Electronic Press Kit) format. In addition to your featured songs, the CD will contain a slide show presentation with links to your Bio, Press Clippings, Lyrics, etc... The recipient of your custom Press Kit will have easy electronic access to your music and all pertinent information needed to make an informed decision to move forward on your project.

Content Medium:

Color Print Folder - Photo, Logo, Contact Information, Interesting Quotes, Basic Bio, Interesting Facts, etc...

EPK – News Release, Full Bio, Fact Sheet, Quotes Sheet, Photo Gallery, Lyrics, Past/Future Performances, etc...



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Press Kit Information Check List:

- ✓ **News Release: A news release spells out pertinent information on a specific event or newsworthy topic. Typical subjects include a new CD release, a special upcoming show or personal appearance. (If you choose, we can help to draft your new release(s).)**
 - Focus on the most important or interesting topics.
 - Feature a broad selection of your activities if possible and include who, what, when, where and why for each topic.
 - Create a separate paragraph for each news release.
 - Get to the point early and make sure all basic questions about your topic are answered somewhere in the news release.

- ✓ **Artist Bio/Band Facts/ID: An effective artist bio gives more detailed background information on your project and spells out the current state of things with your music. (If you choose we can rework your current bio or draft a new one for you.)**
 - Your bio should be concise and well-written.
 - Best bios will read like magazine articles.
 - Include information about your project, how and when it started, what direction you are heading, information about your music, information about the members, and include quotes from key people if possible.
 - On a separate Fact Sheet list members and instruments, band inception, etc....
 - Be positive but do not over hype.
 - Write as if a publication might run the entire thing.

- ✓ **Recorded Music: Your Press Kit must include a CD sampler of your music. It is ideal to feature 3 or 4 of your best songs. Your goal is to motivate them to take the time to listen to your music. Your logo and contact information should be printed on your CD. (If you choose, we can provide CD duplication and printing for use in your Press Kit.)**
 - Include the lyrics, of the featured songs on your CD, within your Press Kit.
 - Include your logo and contact information on the CD itself.

- ✓ **Photo: Your promotional photograph(s) is/are one of the most important components of your Press Kit next to your recorded music. You must be able to effectively present an image as it relates to your music so the recipient of your PK will be able to identify you as an artist. You will need to send in the promotional photos as you would like them to appear on your custom Press Kit.**
 - Close ups are better than wide shots.
 - Keep backgrounds simple.
 - Avoid straight lines and dull arrangements.
 - Dress and arrange members so they all present a 'like' image. You do not want each member to look like they are in a different band.
 - Photos can also be included in a file on the CD you provide within your Press Kit.
 - Supply digital images in both high and low resolution formats. Your press kit designer will help to guide you through this process.
 - If possible submit graphics and logos in Photoshop (PSD) files or Illustrator (AI) files. If these are unavailable then it is fine to send in large JPG, TIF or GIF files.

- ✓ **Press Clippings: It is important to celebrate your past accomplishments. If you have ever been in 'print' you should share it! We pull usable quotes for presentation on your folder and include links to these files on your EPK on the CD you include with your Press Kit.**
 - Gather all possible clippings or articles for consideration for use your in your custom Press Kit.
 - Include the articles publisher information and date for them to see who wrote about you and to look up them self if they desire so.



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- ✓ **Positive Quotes Page:** Your quotes feature should include various highlighted comments of your band.
 - Find highlights from any published reviews. (i.e. "Two thumbs up!" –Roger Ebert)
 - If you do not have quotes, ask selected industry people for a comment to include in your kit.
 - Go to nightclubs you have played at and ask for a quote from them.
 - Be creative but be truthful!

 - ✓ **Lyrics:** Include lyrics for any of the songs you have features on your CD sampler.
 - Submit complete lyrics for input into your custom Press Kit.

 - ✓ **Gigs/Past Performances:** Include a list of venues you have played. It is particularly effective to list respectable or well known establishments. If you have a good relationship, include their contact information with your list.
 - Submit performance list with city, state, contact information and date of performance.
 - List any upcoming performances as well to encourage attendance of your next live show.

 - ✓ **Contact Information:** It is critical to include your contact information in several places on your custom Press Kit.
 - Submit website URL(s), contact name(s), phone number(s) and pertinent address information.

 - ✓ **Logo & Graphics:** It is important to include your logo in as many places as possible on your custom Press Kit. You want to make a long lasting impression.
 - Submit your logo and other graphics that you would like featured in your custom Press Kit.
 - If possible submit graphics and logos in Photoshop (PSD) files or Illustrator (AI) files. If these are unavailable then it is fine to send in large JPG, TIF or GIF files.
 - For Web site low resolutions are needed. (JPEG Files, 72 dots per inch (dpi))
 - For reproduction in print, most want a high resolution image. (TIF or JPG file, 300 dpi)
 - High quality for media and low quality for fans and pin ups in clubs.
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If you have any questions or need assistance with gathering information for your custom Press Kit, contact Laura at Laura@UltraEntertainment.com