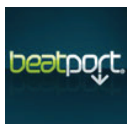


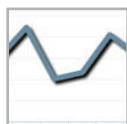


# Abluent Media

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Label admin services exclusively for Beatport.



Fully transparent and upfront accounting services.



We provide tools that make running your label easier.

Digital Media Aggregator

# Hello New Label Partner:

Thank you for choosing Abluent Media as your online distributor. These are all the pieces of information that you'll need to take to get up and running with Abluent. Please follow these instructions carefully.

## Initial Package Checklist:

- Legal Agreement:** Please email 1 scanned copy of your signed legal agreement to [info@ablumentmedia.com](mailto:info@ablumentmedia.com). We will sign & email one back to you.
  
- Abluent Payment Info:** When emailing us your initial package, please include your Paypal information. so that we can have it on record.
  
- W-9 Tax Form:** If your label is based United States you need to fill out a W9 tax form. You can download this form in the resources section of the Abluent website.  
YOUR MUSIC WILL NOT BE ADDED UNTIL WE HAVE BOTH OF THESE FORMS
  
- Label Profile Sheet:** In order for us to enter you into our system, we ask that you provide us with some information about your label. All questions must be answered.

## Abluent Representative Contact Info:

Name	Email
Paul Brown	<a href="mailto:paul@ablumentmedia.com">paul@ablumentmedia.com</a>
Billy Dalessandro	<a href="mailto:billy@ablumentmedia.com">billy@ablumentmedia.com</a>
Brian Ffar	<a href="mailto:brian@ablumentmedia.com">brian@ablumentmedia.com</a>
Daniel Mnookin	<a href="mailto:daniel@ablumentmedia.com">daniel@ablumentmedia.com</a>

# Submitting your music for the first time:

Once we receive all your legal paperwork and get you into the system, we will set up an FTP account which will let you upload to our servers. To learn more about setting up an FTP account with Abluent Media, please visit the FAQ section of our website. Please make sure to include the following in your delivery:

**Your Music (New Releases & Back Catalogue):** In order for us to put your content on Beatport we will need 16-bit / 44.1 kHz wav files.

**Logo & Album Art:** Please provide us with a square, formatted .jpg logo for your label. All album art should be square format as well and needs to be at least 150 x 150 pixels jpg or gif. (400 x 400 is ideal)

**Metadata For Your Music:** We provide you with a preformatted track info xls in the Resources section of the Abluent website, and it is preferred that you use this method. However, you can also send us your standard English release info as long as it contains all of the following: artist, release name, catalog number, release date (including a CLEAR notification if you'd like to pre-release it with us, or if we have the track exclusively) and certainly the tracklisting. We do have a place to store ISRC's & UPC's should you care to provide them, but we do not require them for our accounting purposes.

**The Package:** All content should be provided in a folder with the following file name convention: Label Name – Catalog Number – Release Date (Ex. Siteholder Records – SH014 – Jan.15.2008)

## Helpful Hints:

Every label knows that getting the word out about your music and identity is the key to success. Here are some ideas for successful promotions:

**01 Beatport logos & direct links on every piece of media you make:** Having the logo & links on your press releases, email blasts, tour flyers, in your email signature, etc. establishes the brand identity and shows your affiliation with the network. (ex: [www.beatport.com/valid+recordings](http://www.beatport.com/valid+recordings))

**02 Beatport logos and links to your page within your existing website:** You can link your web visitors to your label & artist sites directly to your label or artist page on Beatport, creating an almost instant download shop on your own site.

**03 Email blasts and viral campaigns:** As a record label you should have a list of email addresses of others in the industry, friends, fans and family who listen to and support your label. It is a completely wasted opportunity if you do not have a link on that email where they can listen to & immediately purchase your music.

**04 Use other website forums to announce your releases:** Utilize dance community websites. You can announce your release along with a direct link to your label's page making it incredibly easy for them to listen to & immediately purchase your music.

**05 The Virtual Release:** Think about releasing older content that you wanted to put out, but didn't have the means. Just because you didn't put it on wax, doesn't mean you can't sell it on Beatport. Seeing "Unreleased Mix" in the title of a track is a huge selling point for the Beatport Customer.

**06 Release Parties/Promotional Events:** Traditionally, labels have thrown parties or events to promote the release of new vinyl and CDs. Why not do the same for your online releases? Doing this will add a credible and tangible feeling about your online content.

**07 Utilizing your artists:** Get your signed producers and DJs involved in the sales process, it is in their own best interest to pump up their own new releases. Many have their own websites and email lists; make sure they are promoting their content by using direct links to their artist pages on Beatport (ex: [www.beatport.com/firstname+lastname](http://www.beatport.com/firstname+lastname)).

**08 Top Ten Lists.** Consistently posting top ten lists for your artists & label(s) and spreading direct links to those charts is a great way to get your music out and into consumer's ears. Many consumers of Beatport are not DJs and don't have the tools to mix music. Ask your label representative for a Chart Form for further instructions.

**09 Compilations:** Many labels release singles and EPs that are only a sampling of their producer's work, in many cases only 2-4 tracks. Think about putting together compilations of unreleased or bonus material by these artists. This will generate more exposure for them and allow consumers to familiarize themselves with a broader knowledge of their favorite artist's music.

**10 New Releases (keep them coming!):** The key to your success at Abluent is having new releases often (even if you have to create a 'virtual release' as mentioned above) and having your 'real' releases come out in time with the vinyl release date or even beforehand as an exclusive pre-sale. Every day you waste after your vinyl comes out will reduce your downloads and indirectly promote illegal file-sharing.

## The Wrap-Up:

What it comes down to is this: the more involved you are, the more opportunity you have to make money. New releases are crucial to the success of your partnership with Abluent, but more than that, you can get the word out about where to buy them. Please contact a label representative to move forward with any of these promotional suggestions. You will get out of the network only as much as you put into it!