



MADISON AVE MUSIC MARKETING

Music Marketing Proposal

Advertising services proposal by
Madison Ave Music Marketing

Prepared for
Sample (Promotion Team)

About Us - Madison Ave Music Marketing

Advertising campaigns have shaped popular culture and launched brands into the public eye. To simply run ads isn't enough; you need to craft campaigns that speak directly to your target audience, campaigns that excite and activate them.

Crafting campaigns like these is what we do at Madison Ave Music Marketing. Our mission is to help our brands leverage advertising campaigns to build brand awareness and drive product demand. Whether you're an established brand or a new market contender, our team can help you build through effective advertising.

To date, we've helped dozens of clients create and deploy digital campaigns across a variety of advertising mediums, including:

- **Billboards (US & CANADA)**
- **Online Targeted Billboard Ads**
- **YouTube Skippable Ads / Google Ads**
- **SNAP CHAT ADS**
- **SPOTIFY ADS PACKAGE**
- **Audiomack Campaign**
- **Search Engine Optimization (SEO)**

When it comes to building your brand through advertising, there's no question of whether you should choose to partner with Madison Ave Music Marketing. As we say here at MadPR, "**Hard work pays, smart work pays even better**"

Project Summary

In order to reach your growth targets for your upcoming campaign, you'll need to deploy an advertising strategy that leverages multiple ad mediums in unison, to build brand awareness and more organic fan growth and retention.

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Project summary provided by Madison Ave Music Marketing Agency

On the following pages of our service proposal, you'll find details including:

- **The specific campaigns we recommend**
- **Associated campaign costs**
- **Reporting standards**
- **Expected results of each campaign**

Billboard at 1540 Broadway in New York Time Sq



We have secured a lease on this Billboard absorbing principal cost in this ultra-expensive advertising real estate which sees on average 1,500,000 daily views. New York Time Sq is one of the most busiest intersection of one of the most busiest cities in the world.

We propose that Madison Ave Music Marketing's marketing team implement a one week campaign that offers approximately 50, 30 second bursts of brand image and promotion content during business hours daily. We will also provide video / Photo documentation of the ad when it goes live. As well as video montage for social media and online publication. [See video example](#)

To make this possible, we'll need Artworks with the following specifications.

Please submit artwork a minimum of 7 business days before start of campaign to allow time for artwork proofing.

Image resolution of 300 DPI in JPEG Format
Image Size of 828 x 1260 Pixels
Clear and legible wording, no explicit language

Name	Price	QTY	Subtotal
One Week Time Sq Billboard	\$3,000.00	1	\$3,000.00
One-time fee			
			\$3,000.00

Subtotal	\$3,000.00
Discount	\$0.00
Total	\$3,000.00

Expected Outcome

- Increased organic fan engagement
- Reach newer audience
- We have noticed a pattern where brands with Billboards in Time Sq are well respected as these campaigns put your brand among the echelon of any industry that is advertised on this real estate.

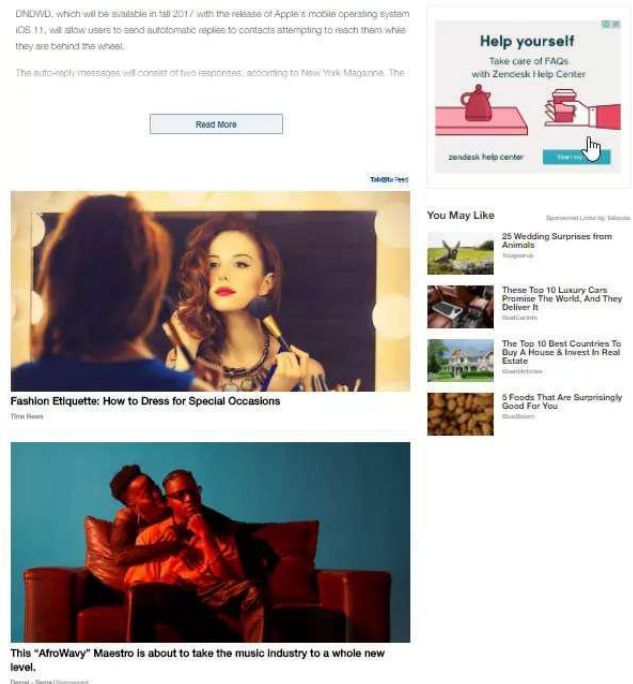
Online Targeted Billboard Ads (Month)

Targeted online billboard ads put you directly in front of your audience at the perfect time, with the help of AI - when they're actively looking for new music or known to be avid consumers of a similar sound or genre.

We propose to develop a campaign that target prospective consumers based on their online habits and interests globally. This will ensure that your brand stays front and center as your target audience explores engagement habits and decides on how to best put you at their finger tips.

To make this possible, we'll need;

- Creation of a artist landing page (ALL LINK PAGE) - We will create this page but will need links to all digital listening platforms as well as YouTube Video link.
- Campaign Art work and messaging



Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

- Amount of impressions
- Amount of clicks generated
- Clicks per location

These metrics will help you understand where you have the most audience engagement and how you can capitalize on this for future strategic campaigns

Name	Price	QTY	Subtotal
Online Targeted Billboard Ads (Month) Included in Content Marketing Case Study	\$1,500.00	1	\$1,500.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
Landing Page Development Discounted	\$150.00	1	\$150.00
			\$1,750.00

Subtotal **\$1,750.00**

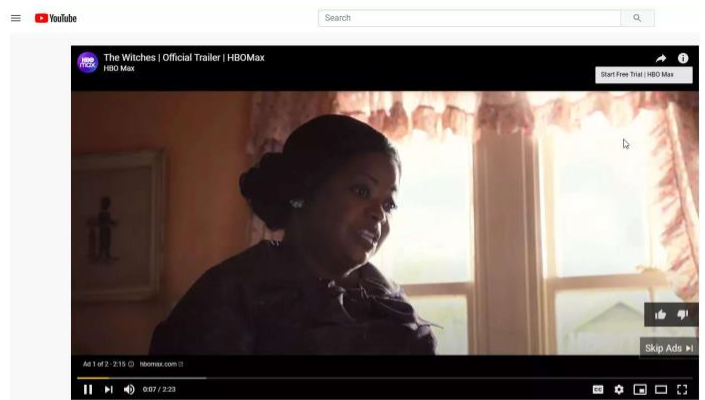
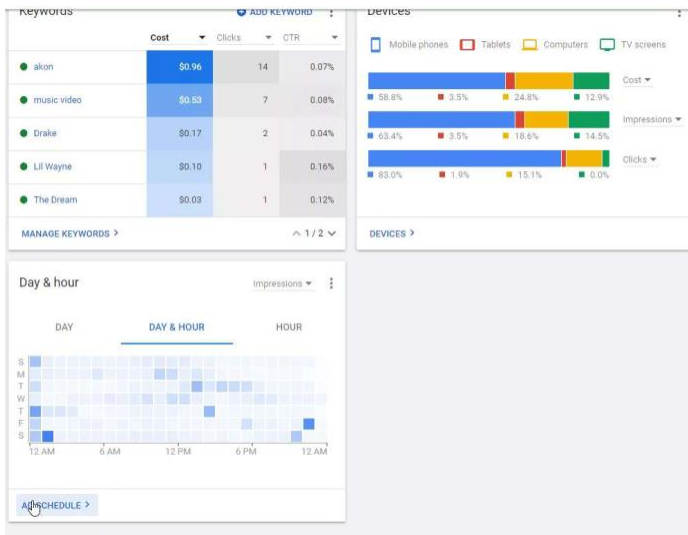
Discount **-\$250.00**

Total \$1,500.00

Expected Results

- 4,000,000 impressions per month
- 28,000 clicks per month
- Translatable ROI (Return On Investment)

YouTube Skippable Ads / Google Ads (Month)



Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video, we are able to engineer this feature using google AI technology to strategically target audience that consume similar content, thereby putting you in front of potential newer audience and growing real organic views over a shorter period of time. Our company is approved for this and is registered as a google vendor. This means that your views gained from our ads will never be deleted or flagged.

We propose to develop a campaign that target prospective content consumers based on their Youtube interests and activities. This campaign will engage a global audience pool which will boost generation of new content consumer as well as an increase in active fan base.

To make this possible, we'll need;

- Artist's or Artist representation's permission to promote artist copywrite protected content on YouTube. Must be signed by Artist or Label Executive
- YouTube Video link.

Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

- Amount of views generated
- Amount of Impressions
- Demographics of engaged audience

Name	Price	QTY	Subtotal
YouTube Skipable Ads / Google Ads (Month)	\$1,500.00	1	\$1,500.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
			\$1,600.00

Subtotal **\$1,600.00**

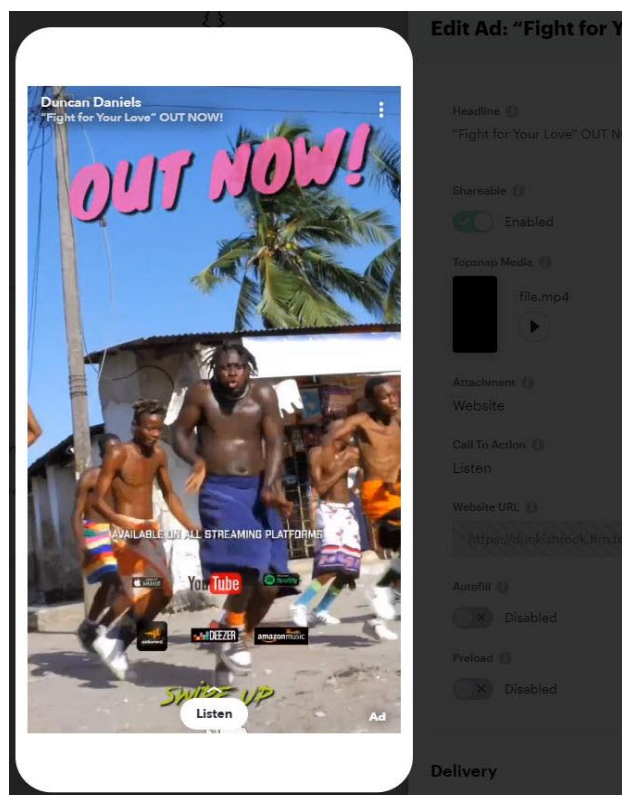
Discount **-\$100.00**

Total \$1,500.00

SNAP CHAT ADS

Snap Chart Video Swipes

Snap Chart video ads play in between snaps. Targeted users can swipe up to view embedded links that contain promotional content.



We propose to develop a campaign that target prospective content consumers based on their location as well as online activities and preferences. This campaign will engage a targeted audience of your choosing primarily based on location.

To make this possible, we'll need;

- Video content less than 30 seconds at an aspect ratio of 9:16
- Promotional embed link.

Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

- Amount of Swipes generated
- Amount of Impressions
- Demographics of engaged audience

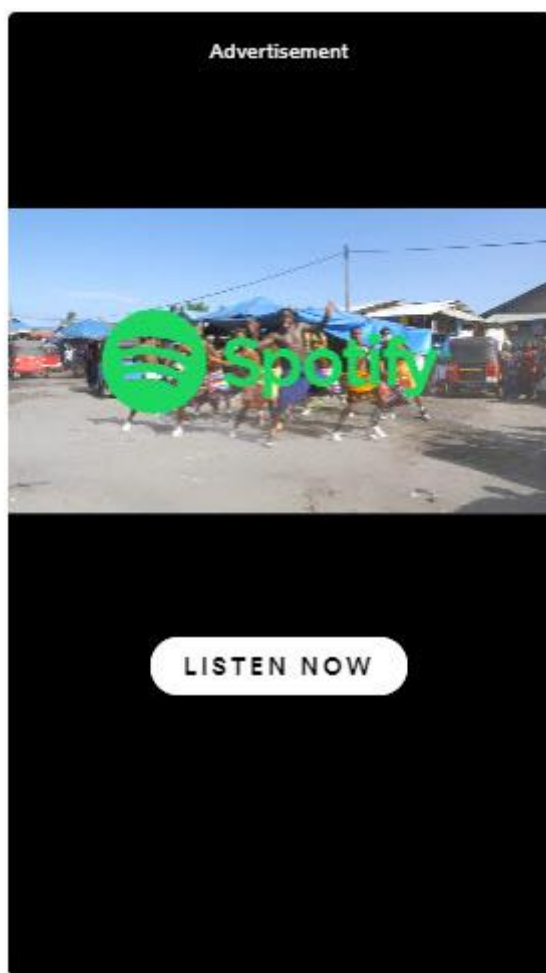
Name	Price	QTY	Subtotal
Snap Chart Video Swipes (Month)	\$300	1	\$300.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
			\$400.00

Subtotal	\$400.00
Discount	-\$100.00
Total	\$300.00

SPOTIFY ADS PACKAGE

Spotify Video Ads / Plays / Monthly Followers / Playlistings

This package consists of a 360 approach to boosting and growing an organic Spotify listening base. A month of these coordinated ads, will transform your entire Spotify outlook. Real generic listeners and followers that will help increase artist reach and get your artist noticed by Spotify's AI and Radar searches.



MOBILE



DESKTOP



We propose to develop a campaign that target prospective content consumers based on their location as well as online activities and interests. This campaign will engage a targeted audience of your choosing primarily based on areas where Spotify advertising is available. This package will generate a minimum of 200,000 real organic plays in the first month.

To make this possible, we'll need;

- Video content less than 60 seconds at an aspect ratio of 9:16 or 16:9
- Song Spotify link and Artist Page Spotify link
- Access to manage Artists Spotify backend

Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

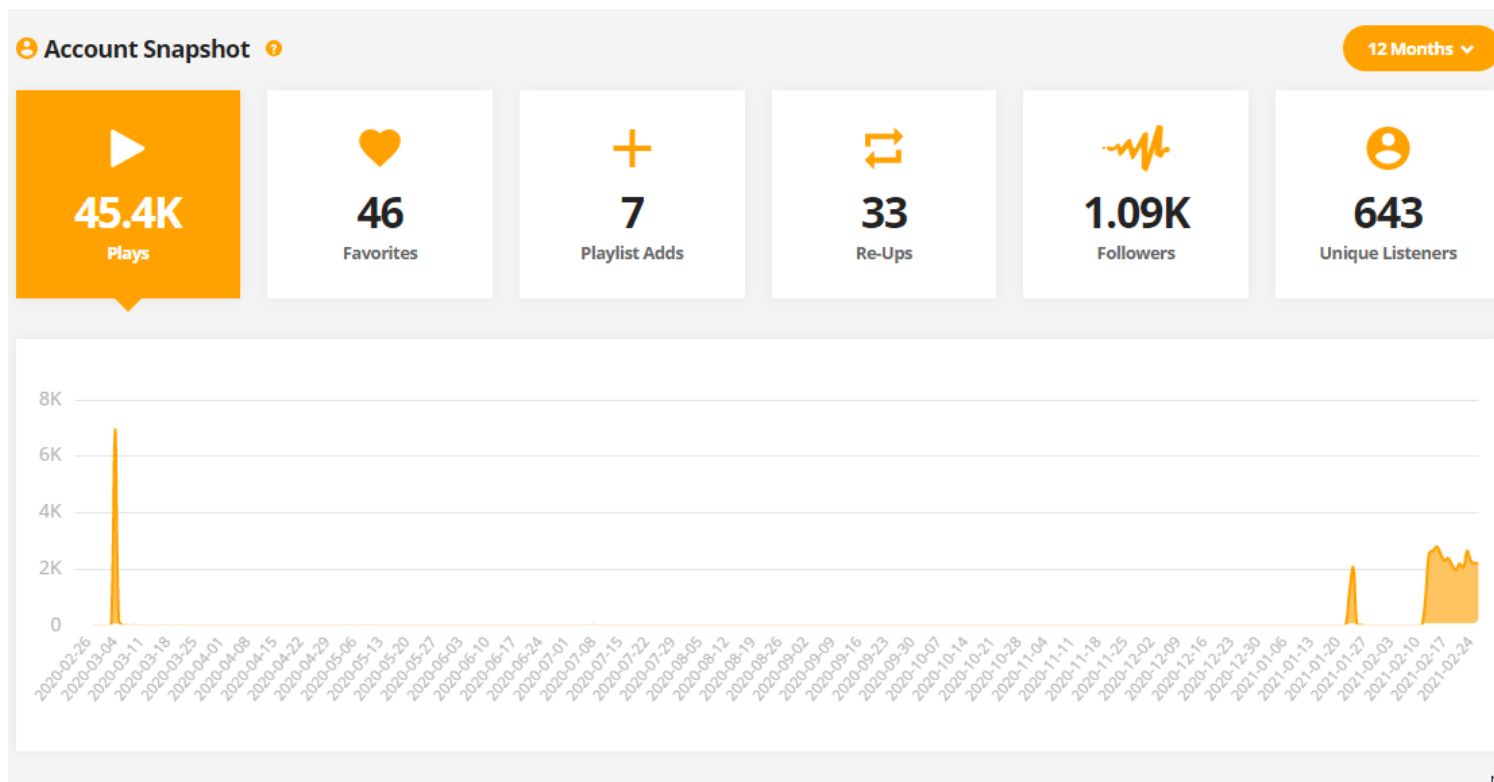
- Amount of plays generated
- Amount of Impressions
- Demographics of engaged audience

Name	Price	QTY	Subtotal
SPOTIFY ADS PACKAGE (Month)	\$1000	1	\$1000.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
			\$1100.00

Subtotal	\$1100.00
Discount	-\$100.00
Total	\$1000.00

Audiomack Campaign

Using a collection of inlay ads and skippable plays, we will boost the amount of plays, likes and follows for your Artist and music on Audiomack. We propose an estimate of 50,000 – 100,000 plays in the first month.



To make this possible, we'll need;

- Audiomack song link and Artist link

Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

- Amount of plays, likes and follows generated per week

Name	Price	QTY	Subtotal
Audiomack Campaign (Month)	\$500	1	\$500.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
			\$600.00

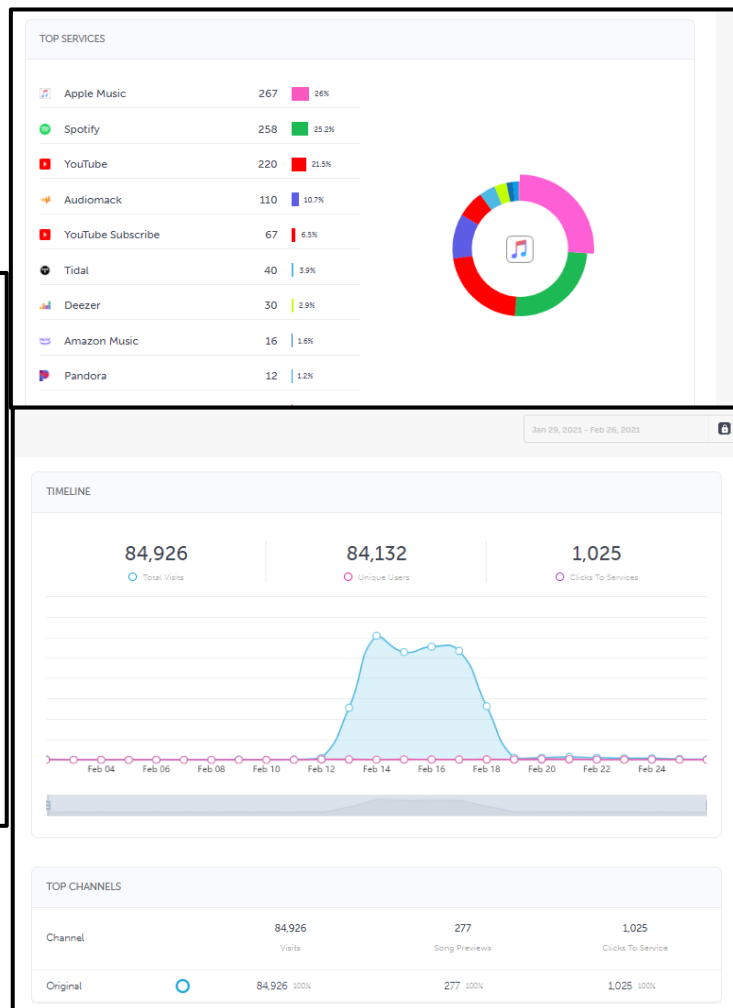
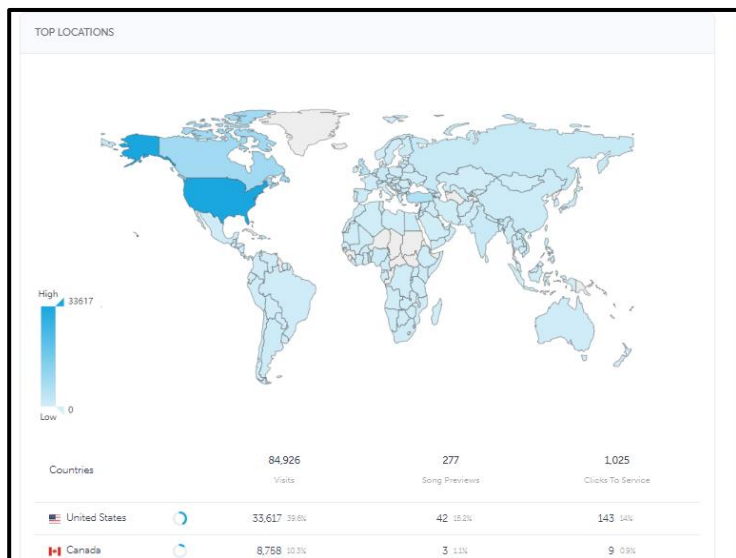
Subtotal **\$600.00**

Discount **-\$100.00**

Total \$500.00

Search Engine Optimization (SEO)

Turbocharge your product one-link to funnel music listeners your way, using search engine optimization. With our technologically advanced tools, we can drive traffic to your artist's music links. We propose an estimate of 50,000 link visits in your first month of go live.



To make this possible, we'll need;

- One Link (We will set this up for you)

Reporting

We deliver detailed weekly reports on Fridays. Report will show the following;

- Amount of site visits
- Location of visitors and destinations

Name	Price	QTY	Subtotal
Search Engine Optimization (Month)	\$300	1	\$300.00
Ad Creation & Campaign Setup Discounted	\$100.00	1	\$100.00
			\$400.00

Subtotal **\$400.00**

Discount **-\$100.00**

Total \$300.00

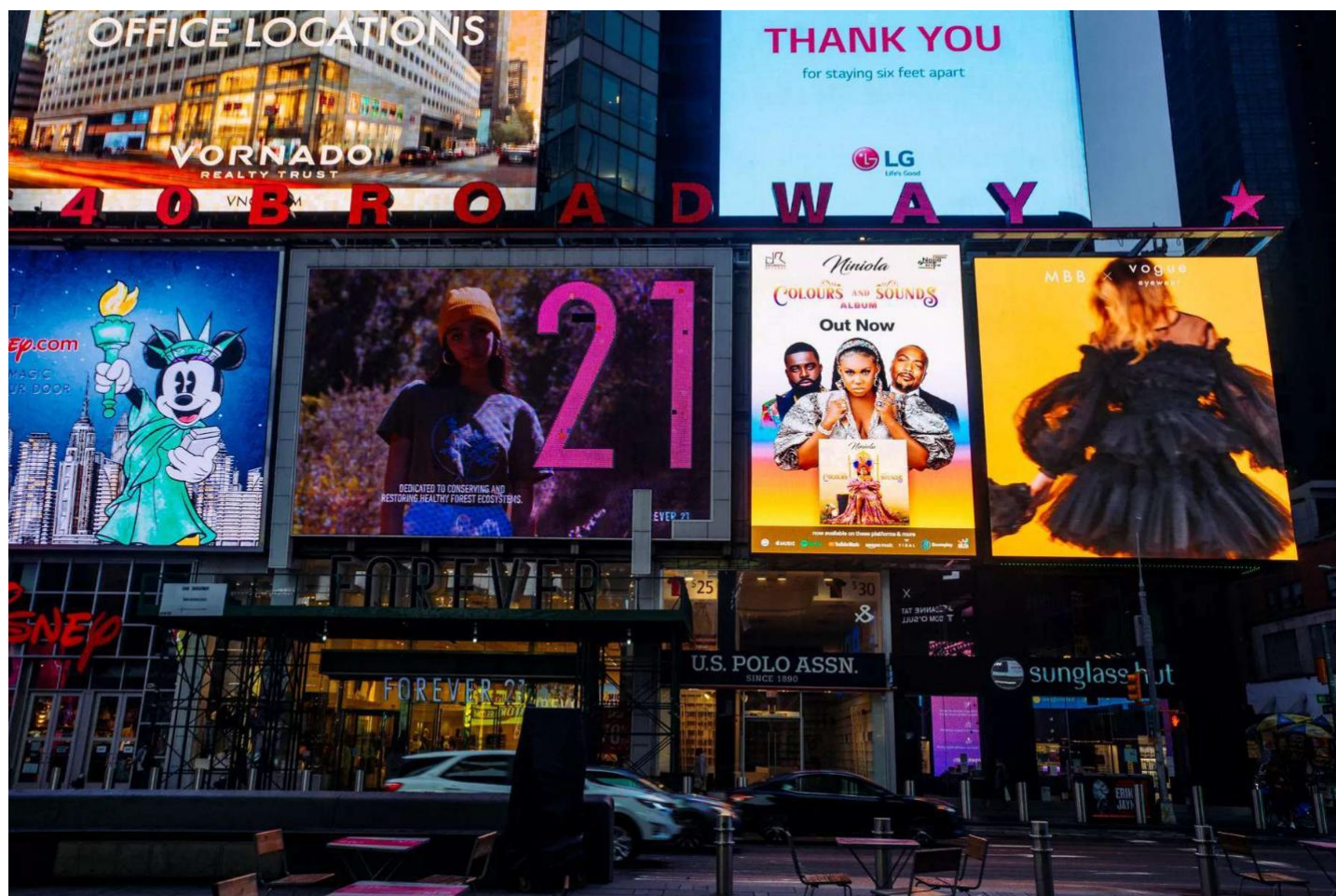
Our Past Projects

We're proud to have been the team behind several successful advertising strategies. Below, you'll find examples of our work.

Colors & Sound Time Sq Billboard

Artist: Niniola

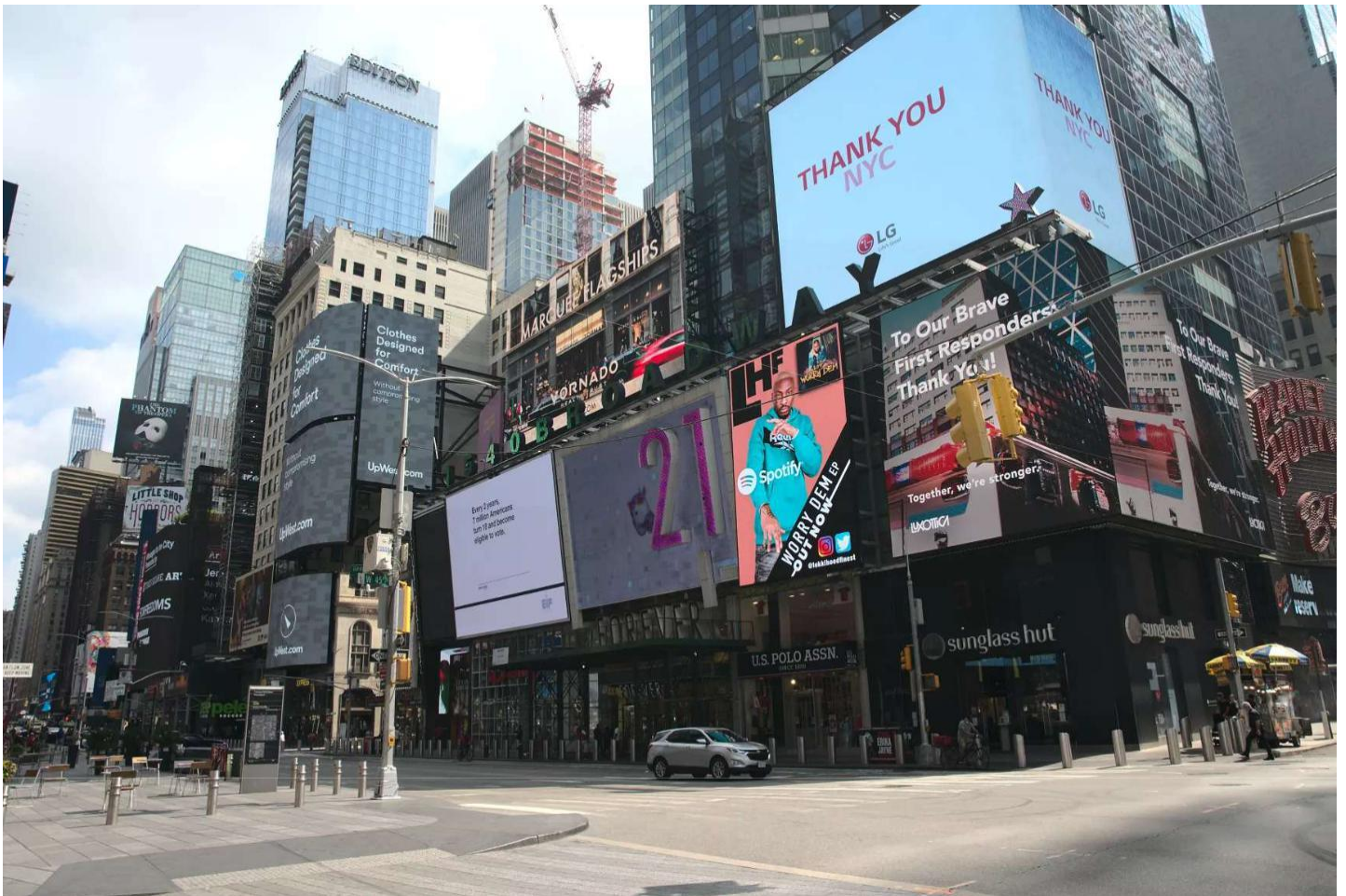
Video Link: [Here](#)



Worry Dem Time Sq Billboard

Artist: Lekki Hood Finest

Video Link: [Here](#)



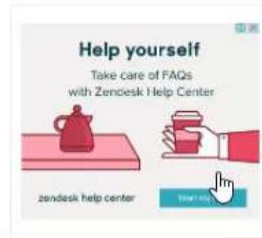
Project Name: Sama Targeted Digital Billboard

Artist: Demaj

DNDWD, which will be available in fall 2017 with the release of Apple's mobile operating system iOS 11, will allow users to send automatic replies to contacts attempting to reach them while they are behind the wheel.

The auto-reply messages will consist of two responses, according to New York Magazine. The:

[Read More](#)



TikTok Ads



Fashion Etiquette: How to Dress for Special Occasions

Time Flies

You May Like

Sponsored Links by Tiktok



25 Wedding Surprises from Animals
Blogger.com



These Top 10 Luxury Cars Promise The World, And They Deliver It
SmallCars.com



The Top 10 Best Countries To Buy A House & Invest In Real Estate
Investopedia.com

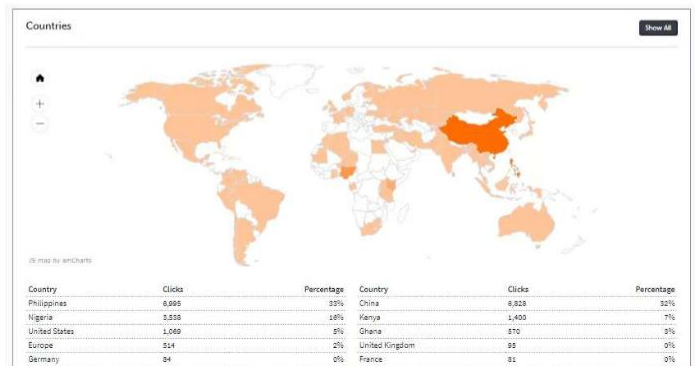
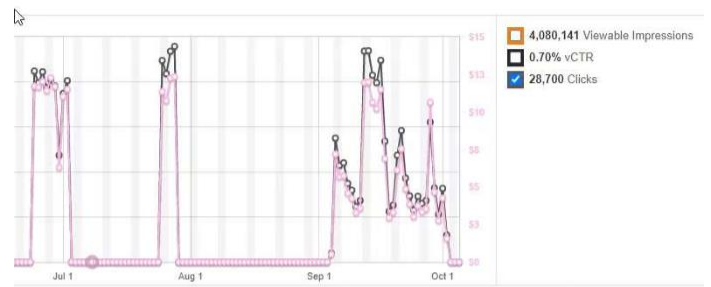


5 Foods That Are Surprisingly Good For You
GoodEats.com



This "AfroWavy" Maestro is about to take the music industry to a whole new level.

Demaj - Sama (Sponsored)



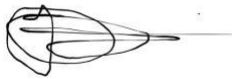
Terms and Agreement

The terms of this agreement may be changed upon the discretion and agreement of both Duncan Onyemuwa and MR. P .

Signature of both parties below indicates the acceptance of this proposal and entrance into a contractual agreement by both parties.

Madison Ave Music Marketing

(Promotion Team)



Date: 10/07/2020

Date:

Duncan Onyemuwa

Promotion Team

Terms of Service

This Advertising Services Contract (this "Agreement" or this "Advertising Services Contract"), effective as of , _____ is made by and between (Promotion Team) referred to herein as "Client", and Madison Ave Music Marketing referred to herein as Agent,

WHEREAS, Client wishes to retain Agent to provide advertising services as more specifically set forth in the preceding pages; and

WHEREAS, Agent agrees to perform the services set forth in this Agreement and the preceding pages;

NOW, THEREFORE, in consideration of the foregoing recitals and the terms, conditions and covenants contained herein, it is hereby agreed as follows:

1. Engagement

Client hereby engages Agent and Agent agrees to render at the request of Client, advertising services ("Services") as set forth in the preceding proposal document and other statements of work which may be added hereto by way of modification to this Agreement ("Statement of Work"), all of which are incorporated herein and form a part hereof. Services shall be ordered by the Client's issuance of purchase orders that incorporate this Agreement by reference and / or statements of work that incorporate this Agreement by reference or are otherwise added to this Agreement by way of modification hereto. Agent shall provide the Services in a diligent and professional manner and in no event later than

any scheduled completion dates set forth in the Statement of Work or the terms of any purchase order. Time is of the essence for this Agreement and any purchase orders and / or statements of work issued hereunder.

2. Term

The term of this Agreement shall commence on the Effective Date and continue for 30 days, unless otherwise modified by mutual, written agreement of the parties or terminated as set forth herein.

3. Compensation & Payment

The Campaigns will commence once all payment has been received.

Payments from a USA can be made via Zelle to 917-856-2728 or Via Paypal: getdunkish@yahoo.com

If paying via Nigerian currency please note that payment will be based on the Naira equivalent at abokiFX.com

(RATE AT DATE OF PAYMENT)

Account name: Nwaneri Azubuike

Account #: GTB 0044002348

4. Independent Contractor

Agent and Client shall at all times be deemed to be independent contractors and nothing herein shall be construed to create or imply that there exists between the parties a partnership, joint venture or other combined business organization. Agent shall hold no authority, express or implied, to commit, obligate or make representations on behalf of Client and shall make no representation to others to the contrary. Nothing herein is intended nor shall be construed for any purpose as creating the relation of employer and employee or agent and principal between the parties. Except as otherwise specified herein, Agent retains the right to direct, control or supervise the details and means by which the consulting Services are provided.

5. Publicity

Except as required by law, Agent shall not issue any press release or make any other public statement relating to this Agreement, any Services performed under this Agreement, or any of the transactions contemplated by this Agreement, without obtaining the prior written approval of Client as to the contents and the manner of presentation and publication of such press release or public statement.

6. Acceptance

If Client is not reasonably satisfied with any Service, it will so notify Agent with an explanation of the deficiency. Agent will, at its own expense, re-perform the Service within fifteen (15) days after receipt of Client's notice of deficiency. The foregoing procedure will be repeated until Client accepts or finally rejects the Service in its reasonable discretion.

This Agreement may be terminated by either party in the event the other party fails to perform its obligations hereunder on time, fails to assure timely performance, or otherwise fails to perform its material obligations; provided, however, that prior to such termination the terminating party notifies the defaulting party in writing at least ten (10) days in advance, states the reasons why the Agreement should be terminated and affords the defaulting party an opportunity to cure any alleged default during such ten (10) day notice period.

Either party may terminate this Agreement, upon notice and without liability, in the event the other party: (a) files a petition in bankruptcy; (b) has filed against it an involuntary petition in bankruptcy not dismissed within sixty (60) days; (c) consents to the appointment of a receiver, custodian, trustee or liquidator; or (d) dissolves, liquidates or makes a general assignment for the benefit of creditors.

Client may terminate this Agreement, or any Services to be performed hereunder, in whole or in part, without cause and for its own convenience, by providing Consultant written notice of termination at least seven (7) days in advance, specifying the extent to which the Agreement is so terminated and the date upon which such termination becomes effective. Client shall have no liability for such termination except for liability for Services rendered or expenses incurred by Consultant in accordance with this Agreement prior to the effective date of such termination and for which payment has not been made.

Upon termination of this Agreement, Consultant shall return to Client all copies of any Client data, records, or materials, of whatever nature and regardless of media. Consultant shall also furnish Client with all work in progress or portions thereof. Within thirty (30) days following termination or expiration of this Agreement, Consultant shall submit to Client a termination proposal detailing the work completed and accepted by Client and the proposed value of such completed and accepted work. The amount due Consultant as a result of any termination hereunder will be as follows:

1. For Services performed on a firm-fixed-price (FFP) basis:

The lesser of 1) a prorated portion of the overall Statement of Work price based on the percent of the work completed and accepted up to the date of termination or 2) actual hours expended under the Statement of Work at the Consultant's most favored rate for such consulting services, such hours to be supported with suitable records.

2. For Services performed on a time-and-materials (T&M) basis:

Actual hours expended under the Statement of Work for accepted Services at the hourly rates set forth in the Statement of Work.

Upon payment of the agreed to termination settlement amount, Client shall thereafter have no liability or obligation to Consultant for any further compensation, fees, expenses or other payments related to this Agreement.