

ALEC PROMOTIONS OUTLINE

Submitted & Created By: Ale

I. MANIPULATION OF RULES & GUIDELINES FOR ALEC

- a. Artist submission will be either declined or accepted within a span of one week max.
- b. Artist must focus on the following genres: **Rock + Subgenres**, Pop, Clean Techno, & Clean R&B. Alec Promotions will focus more on Rock & Its subgenres such as: acoustic, classic, etc.
- c. The artist should have at least 1200+ Myspace friends. Artist with no Myspace activity will not be accepted.
- d. The artist should have at least 2+ songs on their player. Less than 2 songs will not be accepted.
- e. If artist is accepted by Alec Promotions they/he/she **must** top-friend us on their Myspace **or** have a link to our site on their page.
- f. Artist will have a maximum of **one week** to link **or** top-friend us before we add them to our website & proceed to promote.
- g. If artist takes our link/top-friend off, we will do the same and no longer promote them.
- h. If artist doesn't respond to our emails/messages for any reason in a maximum of one week, we will take them off and no longer promote them. (assuming they're on our site already)
- i. Alec Promotions reserves the right to remove the artist for any reason with or without notice.
- j. Upon acceptance of a new artist, the artist's email will be submitted to our newsletter system. The artist will receive emails from Alec Promotions on updates and other. The artist does not have the option to unsubscribe.
- k. Upon acceptance of a new artist, the artist will agree to let us use their personal/non-personal photos, logos, name, music, and website(s) for the sole promotion of their identity; and will allow us to use their image for the representation of Alec Promotions.
- l. The artist should consider opening a friendship with Alec Promotions' staff members. This will allow a better route of promotion and to truly work together!
- m. The artist should understand the purpose of Alec Promotions.
- n. IF THE ARTIST DOES NOT AGREE WITH ANY OF THE ABOVE OR DOES NOT MEET THE GUIDELINE, THE ARTIST SHOULD NOT CONTRACT WITH ALEC PROMOTIONS IN ANY MATTER.

II. ALEC PROMOTIONS TASKS & PURPOSE

- a. Alec Promotions will promote 'said accepted' artist for free.
- b. Free means Alec will promote the artist 100% no fee(s) required from the artist.

- c. Alec Promotions' method of promoting is through the use of Alec's website and Alec's Myspace profile.
- d. Alec Promotions also uses the method of street promoting when going to concert/private/public/club events.
- e. Alec Promotions uses a specific cycle of promoting. The cycle goes as follows:
Artist on our website -> We promote the website -> People visit the site & choose you to listen -> They visit your Myspace -> Add/Listen -> They promote you.
- f. On occasion Alec Promotions uses a direct promoting method (this usually applies to 'elite' artists only): Artist on Myspace -> Alec Promotes Specific Artist -> Person visits the artist. *Or* Artist on Website -> Alec Promotes Specific Artist -> Person visits the artist.
- g. It is **important** to keep an Alec link or top-friend us in order to get traffic both ways. The cycle traffic method is as follows: Artist Has Link of Alec's site -> Person Clicks Link -> Person Finds another Artist They Like -> Person Visits the Other Artist.
- h. The cycle traffic works because **all artists are entitled to follow this rule**; thus, a visitor will find interest in you and click on your link. Or a visitor will comment and try to get their friends to visit you through our site. Everybody wins.
- i. It is easier to get visitors to visit one place full of artists they will go through, rather than promoting each artist one by one. Easy promotion; faster results.
- j. If the artist feels that Alec Promotions is not helping much, the artist has the right to contact us to have them remove from our system. No questions asked.
- k. According to our counter [as of December 2009] our website receives roughly 2,050 visitors per day. The peak point of most visitors is received on Thursdays.
- l. Alec Promotions reserves the right to change the rules & guidelines with or without notice.
- m. Alec Promotions cannot provide all kinds of promotion for free; however, we do accept ideas for better promotion of an artist.
- n. Alec Promotions is affiliated with *Ale Creations* (www.alecreations.net) & will be affiliated with our newest projects on their way *Zero Kill* (www.zerokill.net).

III. WEBSITE CONTENT & ARTICLE OUTLINE

- a. Alec Promotions will provide an 'article' on the artist accepted and will be posted on our website.
- b. Alec Promotions will announce new artists through twitter & Myspace bulletins/status.
- c. Alec Promotions will have the right to use one song from the artist to install in the articles to make it easy for our visitors to listen instead of our visitors having to click on links and going to the artist's Myspace.
- d. If the visitor likes the artist's song they will be able to visit the Myspace & add.
- e. The artist will receive emails from Alec Promotions with information & updates.
- f. Alec Promotions will have the following on the site always: artist's articles, music affiliations, & sponsor links.

IV. ALEC PROMOTIONS: REVIEW OUTLINE

- a. Artist should have 2+ songs on their Myspace player to qualify for acceptance.
- b. Artist should have 1200+ friends on their Myspace to qualify for acceptance.
- c. If Alec feels that the artist's music is extremely good, an exception might be made.
- d. Artist's Myspace/site must be decent. Site with explicit content, or hard to read will not be accepted.
- e. Artist should have decent music. Decent in this case qualifies as: music with fair vocals & background music. Music that sounds like it was recorded using only a cheap microphone will not be accepted.
- f. Alec will only consider music based on their overall composition, **NOT** on whether we personally like the lyrical meaning or not. If we feel the artist has potential, we will accept.
- g. Alec Promotions are not experts at reviewing. Do not depend on our reviews for serious matters, but artist should feel free to ask for our opinions if they want to improve.

V. ALEC PROMOTIONS: MAIN AFFILIATES

- a. Alec Promotions is affiliated with *Ale Creations*.
 - i. Ale Creations focuses on Myspace & other graphic designs.
 - ii. Ale Creations may help our Alec artists with improving their image online by purchasing a Myspace layout.
 - iii. Ale Creations has been on business since Nov. 2006.
- b. Alec Promotions is affiliated with *Zero Kill*.
 - i. Zero Kill is currently in process, but it is an online t-shirt & printing store.
 - ii. Zero Kill may help our Alec artists with improving their image online by purchasing custom made t-shirts to the artist's identity/name.
 - iii. Zero Kill will also provide t-shirts with unique designs.
 - iv. Zero Kill is set to be opened in mid- late 2010.