

# Highlights & Marketing

meltdown  morning



- A band in the truest sense of the word: 5 members who came together to create music... and have stayed together for almost 4 years now!
- We've produced 2 full-length CDs, 2 EPs, and several bootleg CDs
- Chosen by Warner Brothers A&R to play in Warner Brothers Rock-U 2002 Summer Showcase
- An average of 69 people visit our website each day (meltdownmorning.com). We receive more than 2,000 hits per month.
- First independent release Throb broke even in six weeks
- Included on HM Magazine's Sampler CD 2001
- Award-winning artwork by Meltdown Morning guitarist Scott Faris, who designs the band's website, album art, merchandise, and P.O.P. materials
- Radio airplay of a Meltdown Morning song on the "Mix It or 86 It" program netted three times the average number of phone calls received by national bands and jammed the station's phone lines for over half an hour
- Touring as far as North Carolina and radio airplay as far away as Canada

Our job is to pour our hearts and souls into our music, to create the best live show on earth, and to love our audience. Beyond that, our responsibility is to see to it that our music is heard by as many fans as possible... and that means taking the business side of our career very seriously.

We offer full service to all venues, retail outlets, and radio & TV stations who support us. Through **retail POP packs, radio giveaways, phenomenal graphics** (including the best posters in the business!), and a **stellar web presence**, we are poised to take our music to the nation... and beyond.

## Print Campaign

- All retail outlets receive a retail pack of POP supplies including posters, CDs for in-store play, displays, and more!
- Coupon-based advertising in retail stores
- Actively seeking reviews in college newspapers
- Advertising in key magazines and college papers
- The best posters in the business! All graphics are done in-house. Our posters, handbills, and other materials **kick butt** (by the way, we did this pack ourselves!).

## Incredible Web Presence

- Html & interactive FLASH sites serve fans unique content
- 2,000 hits per month
- Weekly updates (including our calendar!)
- Contests & giveaways
- Personal information about the band
- Contact with band members through email
- Growing email & snail mail fanbase
- Downloadable MP3s
- Online store featuring unique products

## Radio & TV

- Actively seeking airplay on college radio
- Highest call volume ever received by KMMX during its "Mix It or 86 It show." Two songs were "mixed" in a row!
- Live concert filmed for "AlternaTV" at South Plains College in Levelland, TX
- Feature story on 3 news stations about our album release and current level of success