



Olde Vinings Park, 2721 Vinings Oak Dr., Smyrna, GA, 30080
Office: (678) 318-1900

For Immediate Release:
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"ALL THINGS DIGITAL HARD ROCK / HEAVY METAL" ARTIST CONTEST

Throughout the month of July, AirPlay Direct, Vigilante Music, Inside Strategy and the Indianapolis Metal Fest will be running our first "All Things Digital Hard Rock / Heavy Metal" artist contest for our artist / label members.

We will be awarding one Grand Prize package, winner takes all. The winning song / artist will receive the Grand Prize package which will include a 12 week full PR / media relations campaign (print and online) in the UK and Europe from **Vigilante Music** (\$8,000 value), a 4 week digital promotion campaign (on-line radio and media) from **Inside Strategy** (\$2,000 value), a premier "Featured Artist" advertising package from **AirPlay Direct** (value \$1,500), and the **Indianapolis Metal Fest** will provide an opening live performance slot for the winner (invaluable...!). The Grand Prize package is valued at \$11,500.00 plus the appearance at the **Indy Metal Fest...!**

This contest is **FREE** and very simple... the best song wins. The only three requirements to enter are that you must be an **AirPlay Direct** artist / label member (free to join), your music must fall into the Hard Rock / Heavy Metal genre and you must submit your **AirPlay Direct** DPK prior to the official deadline of July 25th. Whether you are an indie artist or a well established record label with a roster, pick your best songs, you can submit from 1 to 3 tracks per artist. Submit your **AirPlay Direct** Digital Promo Kit / DPK to office@airplaydirect.com. Please make sure to note that you are submitting for the Hard Rock / Heavy Metal contest. Deadline for submissions is July 25th. The winner will be announced and "Featured" in the August Radio Programmers Newsletter, as well as in a company press release to all media outlets.



A little about **Vigilante Music**:

Vigilante Music is a rock PR company specialising in European rock press. We cover most areas of the key territories in Europe, dealing with hard rock. We have recently undertaken campaigns for Vixen, Twisted Sister, W.A.S.P. and Violent Storm. We are also active in National Radio promotions in the UK for all styles of guitar based music. We also offer a label management program where we can set up and run your label for you. We have a full worldwide distribution network, as well as marketing partners in other territories outside of the UK. www.peroxidemusic.com/vigilante.





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A little about Indianapolis Metal Fest:

Indianapolis Metal Fest www.indianapolismetalfest.com is one promoter's attempt to bring our community together to celebrate our genre and network with those in the actual business of Metal. This is no small undertaking, I assure you. In the beginning IMP had an extremely modest budget by anyone's estimate. As of today we've more than tripled that budget, and it's still growing! If we price IMP tickets at \$30.00 each, we could not break even unless we sell more than 1,000 tickets.

But we're not selling tickets at \$30.00 each, friends and neighbors. We're selling tickets for \$15.00. Even if we sell out completely, we cannot possibly cover even 50% of our operational, promotional and talent expenses. Anyone who knows me knows that I'm not a wealthy man, so you may be asking "How" and "Why"? The why part is easy: I live and breathe metal. I listen to it, I buy it and I perform it.

The how? Well, by aligning with sponsors who also live and breathe it, who share our vision and commitment to metal. These are people who make their living by working with metal bands on a daily basis.



A little about Inside Strategy:

Inside Strategy utilizes the internet and creative digital strategies to promote Hard Rock / Heavy Metal acts to over 5,000 radio and media outlets globally. **Inside Strategy** www.INSIDESTRATEGY.net leverages digital distribution, industry outreach and relationship marketing to increase media coverage and brand awareness for established and emerging artists.

AirPlay Direct... go straight to the source!