



## **AirPlay Direct Announces New Sponsor: Macro-Management & Publicity**

*Revolutionary Digital Music Delivery Service Partners with Asheville, NC-based public relations and marketing firm.*

[www.AirPlayDirect.com](http://www.AirPlayDirect.com)

Atlanta, GA – AirPlay Direct is an easy to use **digital music promotion system** that was developed to streamline label and artist promotion activities for today's music industry. AirPlay Direct's **free services** replace the unnecessary time and expense of putting together and sending out costly traditional artist packages and press kits via "snail mail".

AirPlay Direct recently partnered with Macro-Management & Publicity out of Asheville, NC to provide sponsorship of AirPlay Direct's Digital Promo Kit service. AirPlay Direct CEO Robert Weingartz had this to say about the new sponsorship deal, "We are very pleased that Macro-Management has chosen to support AirPlay Direct's members by sponsoring our DPK program. Our services are free to our members, but without our sponsors we would be unable to make these smart tools available free of charge." Macro-Management is a full service Publicity and Promotions Organization, working with each client to set realistic goals and work within an affordable budget. For independent artists in today's music industry, a reliable and affordable publicist is one of the hardest things to find--Macro-Management and Publicity is well aware of this, and works with each artist to develop a campaign that works to achieve substantial publicity, and most importantly, results.

**As part of Macro-Management's AirPlay Direct sponsorship, all AirPlay Direct members will receive 10% off of Macro-Management's publicity / radio promotion services. Visit [www.macro-management.com](http://www.macro-management.com) for more information.**

**In just one year, AirPlay Direct has experienced exponential growth to become a global leader in digital music delivery services directly to radio stations, saving independent artists over \$2,000,000 in postage and material costs to date. To celebrate the company's one-year anniversary, AirPlay Direct is offering a contest to artists that create a free account in the next six weeks—a winner will be chosen every two weeks to receive an AirPlay Direct prize package that includes a "Featured Artist" spot on the web site, free marquee banner ads on the site and 15 "broadcast-quality" track uploads, a package valued at over \$1,500. The first winner has already been announced; congratulations to indie recording artist Tim Myers.**

AirPlay Direct offers two free digital content delivery services: digital music and Digital Promo Kits directly to radio professionals. AirPlay Direct's securely delivers broadcast-quality music files from thousands of independent artists and record labels directly to radio programmers around the world. Artists can access free, real-time tracking reports to see which stations are downloading their songs, alleviating the need for sending costly promotional packages. The best part? This service is 100% free to artists, labels, and radio programmers.

Digital Promo Kits can be emailed to any music industry professional around the world. This concept may sound familiar, but AirPlay Direct takes it one step further in offering links to three broadcast-quality songs along with a visually appealing layout. But what makes AirPlay Direct truly different? The entire package is free! AirPlay Direct empowers artists to promote their music without the cost and effort associated with physical press kits. Check out this unique new service today at [www.AirPlayDirect.com](http://www.AirPlayDirect.com) !

AirPlay Direct... go straight to the source!

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