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## OUR GUARANTEE

Once we have recorded your jingle demo, we will fine tune your jingle until you are completely happy with the results. **You won't be charged a cent until you are totally satisfied.**

### How we will produce your jingle ...

From the very start of the briefing process right through to the final mixes, we ask for plenty of input from you, because only you know your business's strengths and market positioning and only you know what works best for your product

We then combine your knowledge and our marketing and musical experience to bring your business to life in sound

We produce high impact music at very competitive rates. We work in our own facility utilising the latest technology. We use only the best talent available

A jingle package can have many uses: TV and Radio music beds, On-Hold Phone Messages, Corporate presentations, Audio Visual displays & Websites. The options are limited only by your imagination

The average life of a great jingle (that's the only kind we do!) is approximately 5 years or more, which can average out to only a couple of hundred dollars per year

The FULL Jingle package will include at least five mixes, including vocal edits and instrumental bed. We can even supply an edit several minutes long for On Hold messages.

### Each FULL jingle package includes:

- \* a Master Audio CD with all mixes
- \* a Master 'DATA' CD (with mixes in 'wav' format & mp3 format)

### The Master CD's will include:

- \* at least 5 mixes, including vocal edits and instrumental bed
- \* and instrumental version several minutes long for On Hold Messages
- \* several mp3 encoded mixes for use on websites etc
- \* several 'cut down' 15 second mixes

## Four Easy Steps to completing your FULL Package jingle

**1. Think about how you would like your music to sound:** fast, slow, rock, pop ballad, modern R'n'B ... even opera! Some clients find this part a bit daunting, so we will discuss with you and give you a lot of assistance in helping you choose a music style. We will also give you a simple questionnaire to help us write your jingle

**2. We write your jingle,** send you the lyrics for your approval and give you a preview over the phone of how it will sound. Jingles are usually 30 seconds with singing. **All costs are confirmed before we go into production**

**3. We produce your submission jingle.** We discuss any changes you need. This is the stage where we will fine-tune your music until you are totally satisfied with the jingle

**4. You will receive the Master CD's** with all your mixes, including 30 second full sung, various other 15 sec, 45 sec & 60 second edited versions and a 3 minute instrumental version for you to use with your Phone On-Hold Messages

### **The Final Sound ...**

Have you ever noticed that some jingles and ads seem much louder than others? This happens in the all-important Final Mastering stage, where we use a unique combination of automation, EQ and level maximisation to ensure that your jingle 'leaps out' of the speakers and cuts through the clutter on air. Even a gentle, soft piece of music can be made to seem louder without losing its mellow style

### **What's the next step?**

**Please don't hesitate to contact Stewart or Snez at Soundshed with any questions you may have.**

**If you wish to find out more information on how we can help you build your business with a catchy jingle or soundtrack, Stewart is available on email [stewart@soundshedmusic.com](mailto:stewart@soundshedmusic.com) or by phone (02) 4787 7653**

### **Further information regarding jingle packages:**

1. Our FULL Package jingles are usually Full Sung (Vocal throughout the whole jingle).

But we also provide you with various mixes (top and tail, top only, tail only etc.), which have singing at only some places throughout the jingle. This allows space for your spoken 100% voice-overs

2. These 100% spoken voice-overs can be added and changed onto the existing jingle track at a later date whenever you require. The spoken voice over is usually added by your TV/radio station or post-production studio, although we can also handle the recording of these spoken voice-overs if you wish. To book and record a professional "spoken" voice over usually costs several hundred dollars on top of the jingle

3. A typical "top and tail" soundtrack might have:

- Singing for 6 seconds at the start
- Spoken 100% Voice over for 17 seconds (which can include current special offers)
- Another sung vocal for 4 seconds near the end
- Final 100% voice over tag for 2 seconds