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MID Jingle PACKAGES - \$900 + GST

A jingle will help you get the edge on your competitors. We live in an advertising-saturated society and your ads need to 'cut-through-the-clutter' to get your message heard. **A jingle will make your message stick in your customers' minds.**

Put simply, advertising 'sells' better with a jingle ... that has been proven time and time again, because music pushes emotional buttons that no other communication can.

You can build your whole advertising campaign on your jingle by using your jingle's slogan in your print, website, in-store and mobile advertising.

With a jingle, your business message becomes a **FREE 24 hour-a-day, mobile advertisement!**

What you get with the Soundshed Music MID Jingle Package

- * **We guide you through the complete process of creating your jingle. We get totally involved with the creative process, including, briefing, Client Questionnaire and choice of music style for your jingle**
- * **The MID Package allows for two revisions to the demo jingle, which gives you confidence that you will have enough revision options to get a jingle you are totally happy with**
- * **5 x 30 second mixes (top, insert & tail, top & tail, top only, tail only, instrumental)**
- * **2 x 'Cut down' 15 second versions**
- * **Your high-resolution files will be delivered ONLINE to you or your Post Production people**

Our MID Jingle Package Explained

At \$900 (+gst) our MID Jingle Package is the perfect balance between the NO FUSS and FULL Package

This jingle is available for local, regional, metropolitan, National or International use - no geographical limitation

This package has Singing at the top and tail and one extra line in the middle of the 30 sec jingle. Plus the usual Top & Tail etc mixes of course

1. Our MID Package jingles are 'Top and Tail' with one inserted sung line in the middle of the 30 sec jingle. We also provide you with various mixes (top and tail, top only, tail only, top & insert & tail 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. 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

Four Easy Steps to completing your MID 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.
3. We produce your DEMO 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. You can make two full revisions to the jingle demo
4. You will receive your FINAL mixes, including 5 x 30 second and 2 x 15 sec second edited versions. High-Resolution files delivered ONLINE to you or your Post Production people

The Final Sound ...

Finally, have you ever noticed that some jingles and ads seem much louder than others? This happens in the all-important 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 it's mellow appeal**

Soundshed Music's prices are more competitive than other high quality jingle houses

More expensive jingle companies have extra overheads, such as an expensive flashy website, high profile office, extra sales staff, hi-gloss brochures etc. But with Soundshed you still get exactly the same quality jingle with world-class musicians and singers and award winning writers and creative direction ... **very successful, high impact jingles without the high impact cost!**

That means more money left over for other facets of your advertising

If you think the MID Package might be useful for you and you want more details, call me (02) 4787 7653 or email me stewart@soundshedmusic.com

Regards,
Stewart Peters



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