

# **PUBLICITY PACKAGES**

The following services are available to you as a chargeback to royalties (no out of pocket cost):

## **TIER ONE: Free**

- Service companies that are responsible for syndicated digital information.

## **TIER TWO: \$850**

- Service roughly 50 - 75 promos to handpicked publications and websites that are applicable to your release.
- Follow up, tracking, and archiving of coverage under your item on the MVD website.
- Email alerts when coverage has been received.

## **TIER THREE: \$1750**

- This is full press campaign... Here's an example: <http://bit.ly/2epMQd4>
- Press Release: MVD writes and sends the announcement to around 8k qualified worldwide media contacts. This includes writers, editors, and bloggers, plus radio and TV personnel. They, in turn, request press copies and initiate coverage, promotions, interviews, etc. \*Qualified party means someone who has proven to actually write and publish reviews for established media outlets.
- Promo Copy Distribution: MVD ships copies (with the drilled UPC by MVD) to any qualified party who requests samples. Copies shipped at MVD's expense.
- Press Release Syndication: Online press release posting system for viral results. The press release is "pinged" to entertainment news sites around the world and will also be reposted at 20+ different websites, thus raising the google search factor and overall exposure.
- News item on the front of the MVD websites and distribution through socials: Facebook, Twitter, etc.
- Clipping service: MVD receives, clips, scans, and emails you copies of the press that MVD has generated or found on the products serviced. Further MVD compiles a summary listing of these reviews which you will have constant access to.