

EASY RIDER RADIO

Independent artists, gathered around the radio.



ONLINE

www.EasyRiderRadio.com (currently in beta) is an online radio stream showcasing independent recording artists.

Listeners can tune into the radio stream to discover new and upcoming artists or search the "browse" section to listen to the artists they may have already discovered.



THE MUSIC

Each artist is given a **block** to showcase 2-5 songs of their own curation.

This is to give both the artist(s) a wider platform to share their sound/messaging, and the listener the chance to get a better picture of who the artist(s) are and their sound.



THE MUSIC

What genre does Easy Rider Radio play?

If it sounds good and is produced and submitted by an independent artist, we will play it. It is our hope in the future to grow Easy Rider to multiple live streams with artist blocks categorized with like-sounding artists, but as we grow into our current pair of boots, it will all be together in a big musical stew.



THE MUSIC (CONTINUED)

Artists who would like to submit tracks:

- Must own the rights to all submitted recordings, or otherwise be legally allowed to give Easy Rider Radio permission to use said recording on their platforms. Cover songs, or songs that include samples where the submitting artist(s) do not own full rights will not be accepted.
- May withdraw any recordings submitted to and playing on Easy Rider Radio platforms via written request at any time.



THE MUSIC (CONTINUED)

What sort of tracks might you submit for a radio block?

- A sneak peak to an upcoming album
- A portion or entirety of an EP you are working on
- A collaboration of tracks you did with another artist
- A collection of B-sides or alternate track versions.
- A collection of tracks that can be strung together to convey a bigger message.
- Any other reason you can think of to throw 2-5 songs together and submit them to Easy Rider Radio



EASY RIDER RADIO ADS

For every block of music submitted, two (2x) 30-second radio advertisements will be included in the block:

- 1 ad will go to Easy Rider Productions to sell, trade or donate
- 1 ad will be given to the submitting artist(s) to sell, trade or donate
- Each ad will be written and produced in-house by Easy Rider Productions, then married into the block of tracks submitted by the artist(s)



EASY RIDER RADIO ADS (continued)

It is the spirit of Easy Rider Radio that these ads be sold, traded, or donated to like-minded businesses, non-profit organizations, crafters, artisans, or other locally-centric brands.

Some ideas include:

- Your favorite local boutique
- The shelter / community action program that's always doing cool stuff
- The coffee shop that puts up with your open mic performances
- Your boyfriend's mom's pottery studio
- The best bar with the best bartenders in town
- Any other brand that would be stoked to get a shout out and maybe even cross-promote us on their own platforms



EASY RIDER RADIO ADS (continued)

- Ads will not be sold, traded, or donated to any politicians, their political parties or other organizations, political action committees, or other public figures.
- Easy Rider Radio reserves the right to refuse or remove any advertiser that goes against its community standards and guidelines at their discretion.



EASY RIDER RADIO ADS (continued)

Spring 2022 advertisement rate

One (1x) 30-second advertisement - **\$50 (flat fee)**

For a one-time fee of \$50 a business can get a custom-recorded ad that will be married to the artist(s) block that they advertise with. This block of music will be played on the radio stream for as long as the block is available on the site. It will also be heard any time a listener streams the block from the "Browse" feature on the website.



EASY RIDER RADIO ADS (continued)

Paid advertisement minimum guarantee*:

- Ad will play a minimum of once every 12 hours on the radio stream for 6 months
- The block containing the ad will be available in the "Browse" section of the website 24/7
- If for any reason the radio block with your ad gets taken down prior to the expiration of the 6-month contract, the ad will be inserted into a new block for the remainder of the contract.
- This guarantee only applies to paid advertisers who purchase a contract directly from Easy Rider Productions LLC.



EASY RIDER RADIO ADS (continued)

For the artists who submit tracks to Easy Rider Radio and are in turn given an ad to sell, trade or donate, that ad space will be considered a trade between the artist and Easy Rider Productions LLC in exchange for the permission to use the artists' recordings on the Easy Rider Radio platform. This means the artist owns the spot, can set their own sale price/trade value, and accounts for the potential sale or donation of the value within their own book-keeping.

Easy Rider Productions assumes no liability for any ad spaces lost due to an artist's copyright infringement or otherwise getting their radio block removed from the Easy Rider Radio platform.



THANK YOU FOR YOUR CONSIDERATION!
We hope you choose to share your
music with Easy Rider Radio

