



Media Kit

Welcome to Crank It Country!

Artist Promotion Package

At CrankItCountry.com, our goal is give you as much exposure and advertising as we can.

Our promotion package is created with your needs in mind. In the country music industry, news travels fast. We receive so many press releases with the latest news, music, and videos from country artists that it is impossible to keep track of and use them all. That's where this package come in. The Artist Promotion Package guarantees that your materials won't get lost in all of the noise. You can be sure that your name will get out there and that your music will be heard.

The promotion package includes the following:

- **INTERVIEW**

- The interview is scheduled at your convenience. We offer either phone or in-person interviews. For phone interviews, we provide a phone number for you to call us at a specific date and time. For in-person interviews, we can do the interview either off or on camera. If you choose an off-camera interview, we can then condense the interview into a news article or else a Q & A piece, depending on your preference. In our on-camera interviews, we will use the footage to create a video to post on the site. It will be posted both as a news item and in the video section of the website, along with a short blurb underneath the video highlighting the main points.



- **PRESS RELEASES**

- We also offer to post a press release that you send us before and after your interview is posted. It can be about anything for which you want publicity. Press releases are often overlooked and get buried beneath all the other news items of the day. With this package, you can rest assured that your release will be published.

- **SPOTLIGHT VIDEO**

- Your video will be posted to the video page of our website as a featured spotlight video. This video can be anything you'd like: the interview video, a music video, or even a video of a live acoustic performance that we record during the interview. Whatever you choose, you can be sure that it will receive plenty of views.

- **TOP BANNER AD**

- An ad of your choice will be displayed in the top banner spot rotating at the top of the website on each page. The ad will be linked from our website to the website or social media site of your choice. The spot will be yours for a week, starting from the posting of your interview.

- **SOCIAL MEDIA**

- Upon posting each press release, interview, or video, the post will be promoted on our social media sites. We can also promote any upcoming shows or events that you send us during the week of and after the interview is posted.

STATISTICS

Crank It Country has a dedicated and growing community of followers. While the majority of our fan base is located in the United States, we also have fans in the UK, Canada, Australia, and more.

Gender

- Men: 57%
- Women: 43%

Age

- 17 and under: 2%
- 18-24: 23%
- 25-34: 14%
- 35-44: 15%
- 45-54: 29%
- 55-64: 9%
- 65 and up: 7%



How Do We Get Our Statistics?

These figures are based on actual statistics collected from social media sites and Google Analytics.

SOCIAL MEDIA SITES

Website

CrankItCountry.com

Facebook

facebook.com/crankitcountry

Twitter

twitter.com/CrankItCountry

YouTube

youtube.com/user/CrankItCountry

GETTING STARTED

As soon as we receive your order, we will send you the advertising agreement, a schedule for you to choose the day and time of your interview, and a form listing the types of interview/video options for you to select. Email contact@crankitcountry.com with **Subject: Artist Promotion Package** now to place your order.

NEED MORE INFORMATION?

Email us at contact@crankitcountry.com if you have any questions or would like more information.

We look forward to working with you and helping you to succeed.

Sincerely,

Crank It Country