

ARTIST WELCOME PACKET

# MADE IN EAST NEW YORK

A Guide To What We Do For You

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# OUR MOTTO

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**AFFORDABILITY IS EVERYTHING FOR AN INDEPENDENT ARTIST. AT MADE IN EAST NEW YORK WE PRIDE OURSELVES IN DELIVERING TOP-QUALITY CONTENT FOR A FRACTION OF THE COST.**





# INTRODUCTION

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## WE UNDERSTAND...

As an indie artist, we know it can feel like you're doing everything on your own. Maybe you don't know where to start or how to get to the next level in your career. Maybe you've got great songs but the mixes don't match. Maybe you don't have the best cover artwork and don't know any graphic artists who can really kill it for you. Maybe you've got good ideas for songs but don't have the right production to go along with them. We've got you covered on all fronts. Made In East New York has partnered with HRDRV to provide you with solutions to all of these problems with no crazy costs to you.



# WHAT OUR PARTNERSHIP MEANS

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Our agreement is non-exclusive. This means at any point in time you can partner with other companies for whatever purposes you choose, all while still remaining a member of MIENY. We are not a publisher, meaning we do not collect royalties for you (you can sign up with a Performance Rights Organization like ASCAP or BMI for that). You will always have access to your streaming royalties and will know at all times what's going on with your earnings.

You are more than welcome to tell your fans, friends and family that you are signed to MIENY. You can post it on your socials and shout it from the rooftops. We want you to feel like you have a home with us because you do. What's ours is yours! You now have a team of industry professionals whose sole mission is to help you present your music in the best light possible.

# WHAT YOU ARE GETTING

## PAID MEMBER PERKS

### CONVENIENCE

Our array of services are handled 100% online. As a MIENY artist, you simply log onto [madeineny.com](http://madeineny.com) and visit the "Artist Services" tab to request whatever you need, when you need it.

Note: Freemium members will need to upgrade to a paid plan to access all Artist Services.

### VISUALS & SONICS

- Free cover artwork (3 per month)
- Free visualizers (2 per month)
- Free promo flyers (1 per month)
- Merch services
- Unlimited free production
- Discounted mixing/mastering (\$100/song)
- 50% off studio time in Los Angeles

If more than allotted services are needed, you can purchase at a major discount.

### DISTRIBUTION ADMIN

Unlimited uploads to our music distributor (Distrokid) in exchange for 10% of your streaming royalties- only on the songs we upload.

You are never obligated to use our creative services or distribution admin, they are just here as a courtesy to you. We'd love to help!

# IF YOU'RE ON "FREEMIUM" MEMBERSHIP

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MIENY RECEIVES 20% STREAMING  
ROYALTIES ONLY ON SONGS WE UPLOAD  
FOR YOU.

YOU OWN 100% OF YOUR PUBLISHING

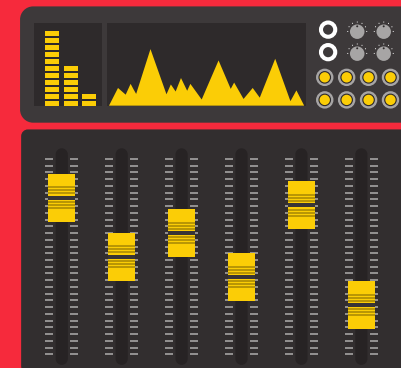


Upload 1 song per month to all streaming  
platforms.

To upload albums with us you will need to  
upgrade to paid membership (\$79/mo or  
\$699/yr)



1 free cover artwork per month (only for a  
song we upload)



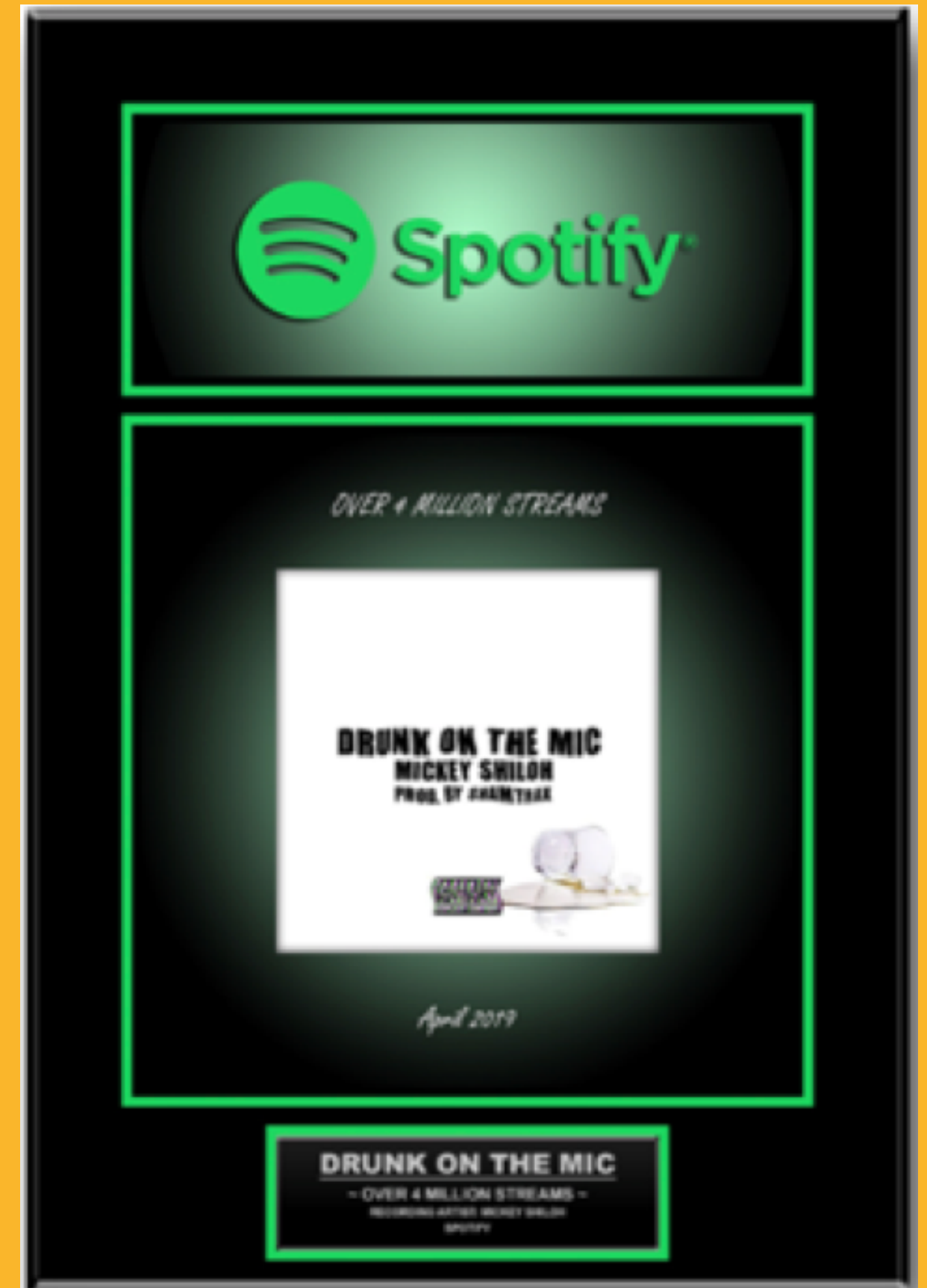
\$200 per mix/master by professional  
engineers (if needed)

WHEN YOU REACH A MILESTONE!

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**Option to order a custom plaque  
once you reach a streaming  
milestone with us (100,000 -  
1,000,000+ streams).**

Usually \$189, but 10% off for our artists.





**ACCESS ALL OF THE SERVICES AVAILABLE  
TO YOU AT:**

**[WWW.MADEINENY.COM/ARTISTSERVICES](http://WWW.MADEINENY.COM/ARTISTSERVICES)**

# MEET THE TEAM

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YOU ARE MORE THAN WELCOME TO REACH OUT AND CONNECT TO OUR TEAM MEMBERS ON THEIR SOCIALS OR EMAIL, HOWEVER THEY WILL ALWAYS REFER YOU BACK TO [SUPPORT@MADEINENY.COM](mailto:SUPPORT@MADEINENY.COM) TO TALK BUSINESS AND COORDINATE SERVICES.



**JACK KNIGHT**

CEO & FOUNDER

[jack@madeineny.com](mailto:jack@madeineny.com)



**JHNY**

A&R, Engineer & Support

[jhny@hrdrv.com](mailto:jhny@hrdrv.com)



**ITZ\_GIBZ**

Graphics

[gibz@hrdrv.com](mailto:gibz@hrdrv.com)

ENGINEERS: Source, JHNY WZDM, Matt Montanez, Josh Woods, Nkdvk, Jeffrey Tanner, Trev Case, Ray Champion

# STEP 1: JOIN DISTROKID

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We will be distributing all of your music with MIENY through [distrokid.com](https://distrokid.com).

Distrokid collects your streaming royalties for you and you can cash out at any time by logging in and hitting BANK at the top right.

Distrokid is only \$19.99/year (even less if you sign up with our special link)

Reminder: You are never required to release your music through us. But if you upload music on your own, you are NOT permitted to list MIENY as the label.

# STEP 2: SOCIAL MEDIA CLEAN UP

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Please, clean up your socials. Archive any old selfies, flyers, and/or low-quality photos. Anything of you eating food or drinking just doesn't look good, sorry. As artists we always want to bring our best foot forward and show the world we are about the art- not the Hennessy, blunts, and Chipotle burrito we ate for lunch.

Check your follower-to-following ratio. If you are following way more people than are following you, it doesn't look professional. Consider unfollowing people that you don't engage with often or at all. They'll understand, and if not... that's not your problem.

If you need additional help or suggestions on cleaning up your social media profile, please let us know. We'll offer our feedback. Contact: [support@madeineny.com](mailto:support@madeineny.com)

# STEP 3: GAIN ACCESS TO YOUR MUSIC PORTALS

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In order to track your streams and demographics across different streaming platforms, you will need access to all of your artists portals. The main four you should gain access to are:

1. Spotify for Artists
2. Apple Music for Artists
3. Shazam for Artists
4. Pandora AMP for Artists
5. If you'd like access to your Tidal profile, email [support@distrokid.com](mailto:support@distrokid.com)

# ADDITIONAL RESOURCES TO CONSIDER

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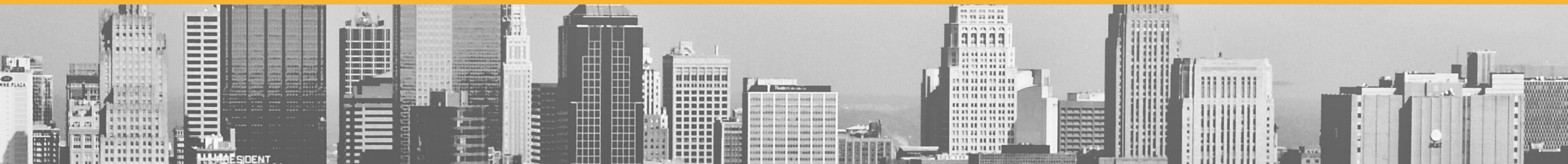
## CREATE DOPE CONTENT ON THE GO

Try free apps like WordSwag, StorySwag, Canva, Filto, VHS App, etc to quickly create high-quality content for your social media. There are tons of other apps that can help make an ordinary post extraordinary and professional. Browse your App store!

## COLLECT OTHER MUSIC ROYALTIES

Join a Performance Rights Organization such as BMI or ASCAP if you have not already. They will collect your mechanical and performance royalties for your releases.

Join a non-exclusive publisher such as Songtrust. They collect your composition streaming royalties (whereas Distrokid only collects your recording streaming royalties). Email us for discount code!



# READY TO RELEASE YOUR MUSIC?

Let us know what areas you need help with in order to finish your music. If you need us to do your cover artwork or mixes we will need at least 2 weeks notice.

1

## GREAT MIX/MASTER

Quality mixes are crucial.

As a paid member your mix/master rate with MIENY is \$100.

If you are a free member, your mix/master rate is \$200.

Visit: [madeineny.com/mix](https://madeineny.com/mix)

2

## GREAT COVER ARTWORK

Cover artwork is incredibly important. It is the first thing your fans see.

As a paid member you get 3 free cover artworks per month.

As a free member you get 1 free cover artwork per month only on a song we release.

Visit: [madeineny.com/art](https://madeineny.com/art)

3

## MUSIC METADATA & UPLOAD

You will need to send us your official song or album title, collaborator's government names, email addresses and royalty splits, genre you'd like your music classified under and your preferred release date.

Visit: [madeineny.com/upload](https://madeineny.com/upload)

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## SIT BACK, PROMOTE & CREATE

After a release, it's time to promote your record and keep creating. Consistent, high-quality content is the only way to cut through the oversaturated music market of today.

Let us know how we can help you continue to evolve!

# WHAT MIENY IS NOT

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**WE ARE NOT A PR COMPANY.** Meaning you will still have to promote your music yourself. We do of course promote our artists' music on all of our channels, however our main focus is distribution administration and providing the best creative services to make your music product shine sonically and aesthetically.

**WE ARE NOT A BOOKING AGENCY.** Meaning we do not book you shows or tours. We do however present opportunities for our artists to perform at MIENY sponsored events, parties, and tours.

**WE ARE NOT A MANAGEMENT COMPANY.** Meaning you can seek management elsewhere. You are never obligated to share your personal plans for your music with us, although we would love to hear about them and help you reach your goals! If you are seeking guidance from our CEO, Jack Knight, you do have access to his consultations at [www.madeineny.com/consultations](http://www.madeineny.com/consultations)

**WE ARE NOT A PUBLISHING COMPANY.** Meaning you must sign up with a PRO like BMI or ASCAP to collect your performance royalties.

# TERMS OF OUR AGREEMENT

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## YOU'VE ALREADY ACCEPTED THESE TERMS ON COMPLETION OF YOUR REGISTRATION

This partnership is non-exclusive and lasts as long as YOU want it to. There are no hidden agendas and we will not lock you into something you don't want to be a part of. MIENY does NOT own your publishing or collect your publishing royalties. If you are a monthly subscriber you can cancel your membership at any time. MIENY does not offer refunds. If you are a yearly subscriber you are committed to the year you already paid for, however if you wish not to use our services during the remainder of your membership that is okay. MIENY does not offer refunds. You are NOT required to use our creative services, such as artwork, visualizers, etc. (They are available for free and discounted rates as a courtesy to you). MIENY has the right not to release music that is poorly mixed/mastered, is slanderous, overly violent or offensive, and/or does not have quality cover artwork. MIENY's percentage of streaming royalties or subscription rate may be subject to change in the future, however we will never make a change without your permission. If you do not approve of policy changes you are welcome to walk away from the partnership no questions asked. If you are on a paid plan, MIENY will receive 10% of streaming royalties on all songs or albums you release with us, perpetually, unless you ask us to remove the song(s) or album(s) from our label. If you have signed up as an artist associated with another label, an additional 5% of streaming royalties will be retained by the label you are associated with. If you are on a free membership, MIENY will receive 20% of streaming royalties on all the songs or albums you release with us, perpetually, unless you ask us to remove the song(s) or album(s) from our label. MIENY will retain 20% streaming royalties on all songs or albums uploaded as a one-off single or album deal. If you request us to delete any of your song(s) or album(s) from stores we will do so immediately, no questions asked. All of the artwork and graphics you receive from MIENY are yours to keep forever. By accepting these terms you agree to never upload a single or album on your own and list "MIENY" or "Made In East New York" as the record label. You are welcome to upload/release your own music whenever and wherever you'd like, but never listing MIENY as the record label if it has not been uploaded and distributed by us. By accepting these terms you agree not to share your MIENY discount codes with anyone outside of the MIENY partnership. Sharing your affiliate code is of course okay and encouraged. If any of our terms are violated MIENY has the right to remove your music from all stores and cancel your MIENY membership effective immediately. MIENY receives a small percentage on any licenses of songs distributed by us (percentage is negotiable on a case-by-case basis). If monthly subscription is canceled, you cannot renew membership for at least 6 months. You have read and

# Find Us On Instagram!



@madeineastnewyork

We regular post new releases and updates! Stay locked in with us.



# GET IN TOUCH WITH US

Email Address

[support@madeineny.com](mailto:support@madeineny.com)

Mailing Address

11271 Ventura Blvd #165,  
Studio City, CA 91604

**THANK YOU FOR BEING A VALUABLE  
MEMBER OF MADE IN EAST NEW YORK!**