

2024 RELEASE PLANNER



Artist _____
Title _____
Label / Distribution _____
Configurations _____

RELEASE CADENCE

Street Date _____
Pre-save / Pre-order Date _____
Songspace _____
Focus Tracks #1 _____
#2 _____
#3 _____

SETUP

Goals _____
Narrative _____
Artist Brand _____
Budget Discussions _____
Publicist _____
Audience Insights _____
Lyrics _____
Instrumentals _____
Street Team _____
Evangelists / Influencers _____
Photo Shoot _____
Video Strategy + Asset Planning _____
Merch Planning _____
Tour Dates _____
Social Media Calendar _____
Sync Licensing _____
Brand Partnerships _____
Check Wikipedia _____

DRIVERS FOR DISTRIBUTION / DSPs

Tour Dates / Tour Support _____
Video Strategy / Promotion _____
Social Footprint & Links _____

2024 RELEASE PLANNER

Previous Sales & Streams
Targeted Online Advertising
Marketing Timelines
First Week Projection
Advertising Spend
Press / Reviews / Pull Quotes
Release Week Events
eMail list / Bandsintown Trackers
Plan to drive traffic
Additional: Appearances, Sync, Radio etc.

90 TO 120 DAYS OUT

Updated Bio
Press Release
Pull Quotes
Photography / Cover Art
PDF one-sheet
Banner Set
Track by Track (audio + transcription)
SmartURL / Landing Page
Release Metadata (Below)

60 DAYS OUT

Distribution System Set-Up
Distribution Marketing Form
Spotify for Artists Submission
Deliver Video Assets
Online advertising Assets
Update DSP Artist Pages
Social Media Calendar
COMING SOON Banner Set

45 DAYS OUT FOR PRODUCTION

WAV File(s)
Approved Cover Art
Writer details including PRO and Publishing
Producer
Lyrics
ISRC Code(s) if assigned

30 DAYS OUT

Pre-save / Pre-Order Campaign
Mass eMail / Bandsintown
Targeted Online Advertising
Update Official Website

2024 RELEASE PLANNER

Update Socials, YouTube, DSPs etc.
Facebook Groups

STREET WEEK AND BEYOND

New Release Store Check
OUT NOW Banners
Mass eMail / Bandsintown
Week One Reporting
Feed Distribution with wins

RELEASE METADATA

PROJECT LEVEL

TRACK LEVEL

Artwork to spec

Title

Artist

DSP Profile

Display Artist

Primary Metadata Language

Label

UPC (assigned)

Catalog #

Genre

Price Tier

Release Date

Original Release Date

C Line

P Line

Title

Artist

DSP Profile

Display Artist

Writer(s)

Producer(s)

Genre

Audio Language

Price Tier (by track)

ISRC

C Line

P Line

Publishers and PRO

Lyrics