



*Price Rubin & Partners*

**ARTIST MANAGEMENT**

*by arrangement with Jack Price*

*We Take You to the Marketplace.*



ARTIST & SPEAKER  
REPRESENTATION

# *Services*

BOOKLET



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## Price Rubin List of Marketing Services and Programs

**Price Rubin & Partners has been a leader in the Concert Music and Performing Arts Industries since 1984 providing direct marketing services to emerging and highly-deserving artists and speakers.**

Our roster includes some of the most-accomplished and awarded artists and speakers performing today. We offer a number of innovative marketing products and services designed to give our clients greater exposure to the marketplace while helping them advance in the industry.

Price Rubin also has a state-of-the-art speakers bureau located in Tulsa, Oklahoma. We will assist Fortune 500 companies, trade associations, the nation's top educational institutions and small businesses with their podium requirements. Via our cutting-edge technological systems and in-depth industry expertise, we have immediate access to thousands of the most current and popular speakers, business visionaries, media personalities, celebrities, sports figures and best-selling authors. Our extensive resource library, comprehensive on-line research capabilities, and industry connections enable us to locate even the most difficult to find talent.

Our company enjoys a solid reputation with an A+ rating from the Better Business Bureau. We are members of the Association of Performing Arts Presenters and have exhibited at the 2013 APAP and 2010 League of American Orchestra Conferences. We have advertised in Musical America and Symphony Magazine.



### **Price Rubin Premium Management**

***Highly Personalized Targeted Marketing to Industry Decision-Makers who Book Talent***

**More than just traditional concert management, Premium Management delivers targeted direct marketing to concert presenters, opera companies, and other performing arts organizations who engage concert artists.**

Price Rubin's marketing staff connects to presenters who book talent worldwide each month. **highly individualized targeted marketing that focuses on getting much needed concert artists to concert presenters.** When interest is expressed our managers take over the lead and work to establish a relationship between the presenter and artist. Contracting is provided by our management staff.

**Each Premium Management client has access to real-time campaign reports 24/7.** The report delivers critical information on where each client has been marketed, materials that have been sent out, the details of our



See a sample report at

[http://www.revisemysite.com/pdfs/133-Monthly-Campaign-Sample\\_web.pdf](http://www.revisemysite.com/pdfs/133-Monthly-Campaign-Sample_web.pdf)



# Price Rubin & Partners

## ARTIST MANAGEMENT

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### Price Rubin & Partners presents

#### Wesley Ferreira - Clarinet

Clarinetist Wesley Ferreira leads an active and diverse career performing worldwide as soloist, orchestral and chamber musician, and as an engaging adjudicator and clinician, serving on the faculty of Colorado State University.

Equally at ease performing the masterworks as well as contemporary pieces, he has been featured soloist with numerous wind bands and orchestras in North America and Europe, and has been broadcast nationally on both Canadian and Australian Broadcasting Corporations.

His engagements have taken him to China, Canada, Italy, France, Germany, Austria, Hungary, Slovakia, Portugal, Spain and Poland. His album "Beyond the Shore and the Ships" was named Classical Recording of the Year at the 2013 East Coast Music Awards (Centrediscs label). His debut solo album "Madison Avenue" (Potenza label) was released in 2014.

"A consummate showman... a world-class player."  
- David McArthur, Sunday's Best Concert Series, Artistic Director

"Ferreira knocks off blistering passagework and a great array of multiphonic effects."  
- Max Christie, The Whole Note Magazine

Video Media

FOR BOOKING INFORMATION  
Contact Jack Price,  
Managing Director

PRICE RUBIN & PARTNERS  
866-PRI-RUBI or  
jp@pricerubin.com

### Price Rubin & Partners presents

#### Lisa Jacobs - Violin

Winner of the 2nd International Jascha Heifetz Violin Competition, Dutch violin virtuoso Lisa Jacobs is known for her passionate performances, innovative programs and communicative qualities on stage. She has a vast repertoire of concertos, chamber music, recitals and solo works. At the age of only 17, Lisa made her successful debut with the Royal Concertgebouw Orchestra with Riccardo Chailly. She has appeared in all of the major concert halls of the Netherlands and around the world ever since, as soloist with renowned orchestras and conductors, as recitalist with her pianist Ksenia Kouzmenko and at chamber music festivals, always to critical acclaim, receiving brilliant reviews and finding ecstatic audiences. Her 2013 debut CD released on Challenge Records International of works by Franck and Ysaeye garnered high praise from the press.

"Jacobs' exultant phrasing and captivating sonority reaching new heights"  
-- The Strad, UK

"Musical mastery of this caliber is rarely heard"  
-- Dutch Telegraph

Video Media

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### Price Rubin & Partners presents

#### Pavel Šporcl - Violin

THE MOST DISTINCTIVE MEMBER of the young generation of Czech violinists. PAVEL ŠPORCL has been reaping triumphs with audiences in major music venues worldwide, thanks to his formidable art combined with unorthodox platform presence. He is a regular guest of television and radio studios, making appearances in virtually all media. Pavel Šporcl's extensive repertoire comprises 45 violin concertos, and countless sonatas, chamber and virtuosic compositions. Pavel likes to go beyond the classical music scene and collaborates with many non-classical music artists. His pop-crossover project Sporelaine and projects Gipsy Way (2008) and Gipsy Fire (2014) with gipsy cimbalom band has been received with great enthusiasm in many countries and was seen in almost 300 concerts by more than 120,000 people.

"(Šporcl played)... with sweet lyricism and thrilling virtuosity"  
-- GRAMOPHONE

"Intelligence, musicality and virtuosity - Šporcl has it all!"  
-- CLASSICS TODAY

"Dazzling ability... wonderful Czech virtuoso"  
-- THE STRAD

Video Media

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conversation with decision-makers along with feedback, and the level of interest expressed. **Our artists receive high-quality, exceptional print media materials that are designed to make an immediate impact.** Our "sizzle" emailer is designed by our graphic artist and features links to video, audio, and the artist's listing on the Price Rubin website.

Premium Management is offered to qualified credentialed artists by invitation only and may not be right for every artist. Results do vary depending on type of campaign, marketability of each artist and market conditions.



## Details

**Price Rubin offers Premium Management, a direct-marketing service that provides 2-14 hours a month of direct marketing to the Concert Music Industry.** Each month our premium management provides you with a report on every call, email, action and feedback from presenters along with detailed conversations with auspices and performing arts organizations you have been presented to. We will design a press kit, sizzle one-sheets, and include you on the Price Rubin & Partners website.



## Plans

We offer 5 plans. Please see the next page for full details.





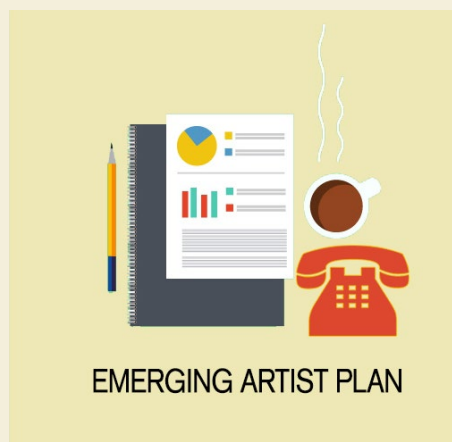
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## Artist Management Marketing Plans



EMERGING ARTIST PLAN

- ✓ 2 hours of marketing phone calls per month
- ✓ Featured Web Listing at PriceRubin.com
- ✓ 24/7 online real-time call reporting
- ✓ 2 30-minute Career Consulting Calls with Jack Price per Year
- ✓ PDF Press Kit Dossier

**\$100/month**



PROFESSIONAL PLAN

- ✓ 5 hours of marketing phone calls per month
- ✓ Featured Web Listing at PriceRubin.com
- ✓ 24/7 online real-time call reporting
- ✓ 3 30-minute Career Consulting Calls with Jack Price per Year
- ✓ 1 Jack Price Radio Show Interview per Year

**\$200/month**

PDF Press Kit Dossier



PREMIUM PLAN

- ✓ 8 hours of marketing phone calls per month
- ✓ Featured Web Listing at PriceRubin.com
- ✓ 24/7 online real-time call reporting
- ✓ 4 30-minute Career Consulting Calls with Jack Price per Year
- ✓ 1 Jack Price Radio Show Interview per Year
- ✓ PDF Press Kit Dossier
- ✓ Sizzle Artwork Provided

**\$300/month**



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## Artist Management Marketing Plans

### MASTER ARTIST PLAN



- ☒ 11 hours of marketing phone calls per month
- ☒ Featured Web Listing at PriceRubin.com
- ☒ 24/7 online real-time call reporting
- ☒ 4 30-minute Career Consulting Calls with Jack Price per Year
- ☒ 1 Jack Price Radio Show Interview per Year
- ☒ PDF Press Kit Dossier
- ☒ Sizzle Artwork Provided
- ☒ HTML Email Sizzle Coded Provided for Email Use

**\$400/month**

### VIRTUOSO PLAN



- ☒ 14 hours of marketing phone calls per month
- ☒ Featured Web Listing at PriceRubin.com
- ☒ 24/7 online real-time call reporting
- ☒ 4 45-minute Career Consulting Calls with Jack Price per Year
- ☒ 1 Jack Price Radio Show Interview per Year
- ☒ PDF Press Kit Dossier
- ☒ Sizzle Artwork Provided
- ☒ HTML Email Sizzle Coded Provided for Email Use
- ☒ Promotion on PRP Social Media
- ☒ Featured in 1 PRP Newsletter Article Per Year

**\$500/month**



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## **Price Rubin Anchor Management**

A unique program for artists and touring ensembles to work directly with our managers

**Anchor Management is an innovative new approach to take greater control over your career while enjoying the benefits of affiliating your career with a major concert management agency.**

As an Anchored Management Artist you will receive personalized training and guidance with an experienced concert manager (up to six hours a year), a personal site on the Price Rubin website, a Price Rubin email account, letter head, inclusion in our advertising, a single user account to TEMPO - Musicians Marketing Contact System designed specifically for marketing to the Concert Music Industry. Price Rubin also provides non-commission event contracting services for our Anchor Artists.

Cost: \$150/month



## **Listing Management**

Are you looking for a presence on a website arts presenters around the world frequent?

Price Rubin & Partners offers a paid listing service on our site without monthly artist representation services. This includes a custom-designed Sizzle Digital Press Kit, media players, biography, reviews and more. Our webmaster loads your content in and provides you with a URL to your webpage listing. Artist Representation services are included.

Cost: \$75/month



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## **Sponsored Concert Program**

**Price Rubin & Partners in conjunction with the North American Artists Foundation is offering limited concert engagement opportunities with leading symphony orchestras and performing arts series in the US, Canada, Mexico, and Europe.**

The Sponsored Concert Program is designed to give credentialed, highly-deserving emerging artists opportunity to perform on established concert programs.

Artists must be credentialed with professional performance experience and have substantial media online. Opportunities to perform with orchestra require existing concerto repertoire. Audition may be required. Engagement opportunities are guaranteed through this program with established concert presenters and symphony orchestras. These are not venue rental engagements.

Artists who participate in this program will be presented to music directors and series program coordinators who engage artists for immediate consideration. Dates, location, and other engagement details are subject to presenters preferences.

**Cost: \$1500 for 1 engagement/concert OR \$3600 for 3 engagements/concerts.**

***For More Information Contact Jack Price or Rebecca Petersen at 866-PRI-RUBI (774-7824).***



## **Price Rubin Presents**

**Price Rubin & Partners also offers a unique service where we handle all aspects of presenting an artist in select venues.**

The Price Rubin Presents Program offers emerging artists opportunities to perform in respected national and international venues via artist-directed concert programs. Price Rubin secures the space, manages concert details on behalf of the our artist and acts as the presenting organization.

***For More Information Contact Jack Price or Rebecca Petersen at 866-PRI-RUBI (774-7824).***





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## **PRPRadioOne**

Price Rubin is pleased to announce PRPRadioOne - Concert Industry Radio. Combining broadcasts of commercial and selective Live Performance recordings of Price Rubin artists, PRPRadio One offers insightful radio content with our flagship program The Jack Price Radio Show. Jack explores topics relevant to the Concert Music Industry including artist marketing, managing, branding, among other subjects along with a special guest interview. Interviews usually include a major decision-maker who regularly buys talent or an interview with a special guest artist. Past interviewees include Larry Tucker, noted Artistic Administrator of the Nashville Symphony, Grzegorz Nowak, principal associate conductor of the Royal Philharmonic Orchestra in London, and JoAnn Faletta, music director of the Buffalo Philharmonic and Virginia Symphony.



To attract the widest possible audience, PRPRadio One advertises heavily on Facebook, and also posts regularly on twitter, instagram, LinkedIn, and pinterest.



### **PRPRadioOne Opportunities for Artists** **Concert Industry Radio Plans**

Artists looking to promote new CD releases can take advantage of online Radio broadcasts to further develop audience and decision-maker awareness.

#### **150 Plan on a Yearly Contract - General Management w/ Radio Promotion**

- ☒ 20 Hours of Broadcast Time with Start and End Tag Announcement
- ☒ One Interview with Jack Price on the Jack Price Radio Show (including future syndication)
- ☒ One 15-30 second promotional announcement played at break guaranteed 100 spots per month.
- ☒ Listing on the Price Rubin website
- ☒ Inclusion on the Price Rubin Musical America Roster Ad in October
- ☒ Representation at APAP

**\$150 per month (2 months first payment, 1 month penalty for early termination)**





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### **250 Plan Month-to-Month - Ideal for short-term promotions of concerts/CD releases**

- ☒ 20 Hours of Broadcast Time with Start and End Tag Announcement
- ☒ One Interview with Jack Price on the Jack Price Radio Show (including future syndication)
- ☒ One 15-30 second promotional announcement played at break guaranteed 100 spots per month.
- ☒ Facebook integration

**\$250 One-Time Fee / (\$100 Non-Profit Arts Organizations)**

### **300 Commercial Plan Month-to-Month - Ideal for business/product advertising**

- ☒ One 15-30 second promotional announcement played at break guaranteed 150 spots per month.
- ☒ One Interview with Jack Price on the Jack Price Radio Show (including future syndication)
- ☒ Facebook integration
- ☒ Advertising on Price Rubin website

**\$300 One-Time Fee / (\$100 Non-Profit Arts Organizations)**



*Listen to sample promo*

PRPRadio offers broadcasts of Recorded Live Concerts, rebroadcasts of interviews from other radio stations (subject to approval), and other special opportunities. Please Contact Jack Price (jp@pricerubin.com) for more details. ***Please Note: Availability of Radio Services is based on various production factors. Please call to confirm current availability. Thank you.***

*All artists must provide broadcast clearances of any content they do not own. Price Rubin does not pay broadcast royalties. All media content is streamed over Price Rubin's Radio Server and Sound Cloud.*



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## **Price Rubin Publicity**

Date and Event-Specific Publicity Development

**Our Publicity program offers artists, concert presenting organizations, schools and other entities in the Performing Arts Industry highly-targeted publicity and public relations representation.**

We provide direct representation of story ideas, event notification to staff writers, editors, television and radio producers, and internet websites that produce feature articles and media content for publication or mass distribution. This is ideal for general publicity as well as one-event notification. Publicity clients will receive a monthly report by campaign.

We also provide expert press release copy services along with email distribution. Publicity representation can be contracted on a yearly or month-to-month basis along with one-time event representation.

Contact Olivia Stanford, Director of Marketing, at [os@pricerubin.com](mailto:os@pricerubin.com) for more information.





## Media Development Services from Jonas Music Services

Media and web development services from our partnered company



**We recognize the importance that artists today need high-quality polished marketing materials and media.** The cost to edit and produce audio and video can be prohibitive, yet without high-quality media, an artist simply cannot advance in the marketplace. We provide our clients with low-cost video editing and media development through our partnered company Jonas Music Services.

Services include:

- Web Design
- Audio Editing
- Hosting
- Print Press Kits
- Video Editing
- Development
- Postcards
- Social Media
- Graphic Design
- Flyers
- Email Marketing
- CV/Resumes
- Posters
- Programming
- Consulting

Reach Jonas Music Services at 1-800-897-1774 or [clientsupport@jonasmusicservices.com](mailto:clientsupport@jonasmusicservices.com)

## Music Licensing



**Hidden Pond Productions Provides Music Licensing & Rights Clearance for Artists and proudly collaborates with Price Rubin and Partners.** You can reach Hidden Pond via: Lisa Brigantino, President, Hidden Pond Productions, Inc., Phone: 718-440-5584, Fax: 866-826-2561, [lisa@hiddenpondproductions.com](mailto:lisa@hiddenpondproductions.com), [www.hiddenpondproductions.com](http://www.hiddenpondproductions.com)

## Digital Music Distribution



**Digital Music Distribution support is provided to our artists by our partner company Symphonic Distribution.** Reach rep. Grant Brandell at [grant@syndistro.com](mailto:grant@syndistro.com), [SymDistro.com](http://SymDistro.com), Phone: 813-699-3552 | Skype: symnette

## Digital Media Distribution and Licensing from Arizona University Recordings



**Arizona University Recordings provides full-service commercial recording development, packaging, and distribution through Sony Music.** AUR provides digital download distribution to internet music sites including iTunes and Google Music. Additionally AUR licenses trackable music content for the Motion Picture and Television Industries. Visit Arizona University Recordings at <http://arizonarecordings.com>.