

# INDIE CO-OP ADVERTISING SERVICE

# OUTLAWS & GUNSLINGERS

For new releases and upcoming concerts

Outlaws and Gunslingers is an indie co-op advertising service for independent labels, promoters, and artists to announce new releases and concerts in NOW Magazine to make it more affordable for small operators. Our section has spot colour and priority placement in the music section to bring visibility and profile to your artists and events. It's perfect for self-promoted shows and independent releases, or as a way to augment your promoter's existing advertising program.

## Recommended concert promotion package:

Your recommended budget for a campaign would be calculated by multiplying the capacity of the room x \$2. For example, a show at Hugh's Room or the Rivoli might have a \$400 budget and include two small ads run the week of and the week prior to the show. A show at the Mod Club might have a \$1200 budget and run for four weeks: a large ad on announce date, one small ad for the following week, one small ad for the week preceding the show and a medium ad for the week of the show.

## Recommended new release program:

Large or x-large ad on street date, and smaller ads over the subsequent 3-4 weeks.

## Process for booking:

1. Book your space by Thursday (one week before print date) at 5 pm by going to [www.sixshooterrecords.com](http://www.sixshooterrecords.com), clicking on the 'store' then clicking on 'Outlaws & Gunslingers'. Specify the date(s) you want the ad to run in the "Notes" section.
2. We will send you exact dimensions for your ad (the exact measurements vary depending on how many ads have been placed each week).
3. Send artwork and text to [jack@sixshooterrecords.com](mailto:jack@sixshooterrecords.com) by the following Monday at noon.

## Initial pricing:

x-small	\$150
small	\$200
medium	\$300
large	\$500
x-large	\$600
XXL	\$700

(includes spot colour)

The attached sample shows ad sizes within a 2/5th page ad.

## For more information please contact:

Shauna de Cartier  
[shauna@sixshooterrecords.com](mailto:shauna@sixshooterrecords.com)  
416-465-2459

or

Susan de Cartier  
[susan@starfishentertainment.com](mailto:susan@starfishentertainment.com)  
416-588-3329



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Example of our ad from February 5, 2009.

## JENN GRANT "ECHOES"

IN STORES NOW



 SIX SHOOTER RECORDS

## LUKE DOUGL AND THE WHITE FAIGN

THURSDAY, FEB 27 7PM @ THE MOD CLUB



WITH SPECIAL GUEST  
AMELIA CURRAN

 SIX SHOOTER RECORDS

LIVE NATION ticketmaster

TICKETS AVAILABLE AT THE GATE!

Heat up your February!

## STARS

SAM ROBERTS BAND  
BEDOUIN  
SOUNDCLASH  
BELL ORCHESTRE  
GREAT LAKE SWIMMERS  
K'NAAN · THUNDERHEIST  
JAY MALINOWSKI · THE MAGIC  
THE D'URBERVILLES · THAT 1 GUY

### Hillside second annual inside 09 FEBRUARY 7

Sat Feb 7, 2009 1-11 pm  
Doors open at noon  
Sleeman Centre · Guelph, ON

Reserved seating: \$60 stands or floor  
\$55 discounted kids 6-12 / seniors 65+ (+SC/incl. GST)  
Available at [hillsidefestival.ca](http://hillsidefestival.ca)  
[ticketpro.ca](http://ticketpro.ca) · 866.598.4455 · at gate Feb 7

 UNIVERSITY CENTRE  
 THE SOUNDSCAPES  
 ROTATE THIS  
 SIX SHOOTER RECORDS

## THE JIM CUDDY BAND

WITH SPECIAL GUESTS  
SKYDIGGERS

FEB 14 2009 MASSEY HALL

416-872-4255 [LIVENATION.com](http://LIVENATION.com) ticketmaster

## JENN GRANT KEVIN HEARN

THU FEB 12 THE MOD CLUB 7PM



Tickets at Soundscapes, Rotate This, Six Shooter Records & on-line at [sixshooterrecords.com](http://sixshooterrecords.com)

 **OUTLAWS & GUNSLINGERS** For more info about these shows please visit [outlawsandgunslingers.com](http://outlawsandgunslingers.com)