

## Vinyl & Download

**Dancd offers the perfect combination of a vinyl production with a digital download facility.**

Consumers who want the listening experience of analogue vinyl but don't want to miss out on the mobility of MP3 files, will love the idea of also having the music content of the vinyl record available to them, in digital form free of charge. And you will profit from it!

Apart from the physical product, each buyer also purchases the right to download the music free of charge, in the form of MP3 files to stock up his record collection and iPod at the same time. The music is offered in good quality (up to 320 kbps) and unrestricted by any Digital Rights Management.

### Implementation:

The vinyl record contains a voucher with a unique input download code/QR-Code. The buyer downloads the MP3 files from an internet site after entering the voucher code or can scan the QR-Code when using a mobile device. Once this is done the the MP3 files will be downloaded as a zip archive. When using the QR-Code the content will be loaded directly onto mobile phones or tablets.

The MP3 files are neither copy-protected nor subject to DRM. Naturally, each download code is only usable once for reasons of security and it will expire shortly after. The user can successfully download the music data within this window of opportunity.

### Dancd handles the complete process for you

The vinyl contains the download code on an insert, e.g. in the form of a flyer. Parallel to the vinyl production, we will create the high-quality MP3 files which will be saved to a server. You will be given an Internet link to integrate in your own website.

There is a multitude of options for the application of downloads and download vouchers and they are not limited to vinyl releases either.

*We'll gladly provide you with a specific quote. Please contact us for further details. We'll be happy to advise you!*

### Basic charge

200 MB storage capacity for 1 year.

Sufficient for one album with a running time of up to 80 min (in 320 kbps), video material or pictures.

Integrate MP3 files or create from CD supplied, create project.

|   |             |
|---|-------------|
| Downloadcode printed as input code              | Dkr. 490,00 |
| QR-Code plus downloadcode printed as input code | Dkr. 685,00 |

### Fee per voucher/code

Creation of voucher codes, administer codes in database and block redeemed codes, create statistics for used codes, host MP3 files, traffic costs for downloading the files.

| Quantity | Dkr.     | Tillæg QR-Code |
|----------|----------|----------------|
| 300 pcs. | 819,00   | 87,00          |
| 500 pcs. | 1.050,00 | 145,00         |
| 1.000+   | 1.990,00 | 290,00         |

### Print costs voucher (example only) incl. serialisation

Format: 85 x 55 mm (other formats on request). Material: 250 gsm Art paper, glossy

| Quantity | 1/1-col. CMYK<br>Dkr. | 4/4-col. CMYK<br>Dkr. |
|----------|-----------------------|-----------------------|
| 300      | 910,00                | 990,00                |
| 500      | 990,00                | 1.185,00              |
| 1.000    | 1.015,00              | 1.350,00              |

Excl. handling a Dkr. 0,78/pc.

*All prices excl. VAT (moms)*