



The Artists Guide to Bendi

- Agreement 2
 - Contract..... 2
 - Non-exclusive rights 2
- Money 3
 - Will you make me rich and famous?..... 3
 - Administration costs 3
 - Incoming money 3
- The release 4
 - Recordings 4
 - No covers 4
 - Copyright 4
- The product..... 5
 - The CD..... 5
 - Downloads..... 5
- CD copies 6
 - Free copies..... 6
 - Payment for studio time, guest musicians etc. 6
 - Bulk buying / cheaper CD's for the artist 6
 - Titles released with cafepress..... 6
 - Titles released with createspace..... 6
- Sleeve 7
- Information for website..... 8
- Promotion..... 9
 - Advertising..... 9
 - Your own promotion 9
- Why and who? 10
 - Who releases a CD on Bendi? 10
 - Why can't I release my CD myself?..... 10
- The new release process 11



Agreement

Contract

We don't sign any artists, we only agree to work together. One title at the time. Our agreements are limited to the music you submit to us and there are no future obligations.

Non-exclusive rights

By submitting music to us, you give us a license to sell your music. But this is a non-exclusive license which means you can still do whatever you like with your music. You can sign agreements with others at any time (but Bendi still have the right to sell the titles you have submitted).



Money

Will you make me rich and famous?

No. We can't and we won't. Once our administration costs are covered, all profits go to the artists. But this means we first need to cover our expenses.

Administration costs

We don't have many costs, but we need to pay yearly fees for the web hotel, domain and webstore. We also send three CDR copies of each release to our digital distributor (costs for empty CDR's and shipping).

Incoming money

For each CD (and other products - t-shirts, mugs etc - Bendis share varies from 0-3 dollars. This doesn't mean we earn a lot of money, since people actually need to buy something first. Once the administration costs are covered, all profit goes to the artists.

July 2008: So far we haven't had any profit at all, but it's soon time to check the balance again...



The release

Recordings

Before we can release a recording, make sure you really own it. Was someone else involved in the recording who can claim ownership? Did someone else pay for the recording? We can only release recordings owned entirely by you.

No covers

We can only release your own original music. No covers (unless it's public domain) and no obvious copyrighted samples.

Copyright

You are granting Bendi a non-exclusive license to your music. You still own 100 % of the copyright to it.

The product

The CD

Our CD's was until winter 2007/2008 manufactured on demand by cafepress, but since June 2008, all new titles are manufactured on demand by createspace.

They come in a jewel case with full colour print on CD, tray inside and outside plus a four page booklet.

With createspace, it's also possible to release double discs, CD-singles (with the same tray and four page booklet or just a blank envelope) and DVD's.

All previous titles will be moved over to createspace one at the time.

Downloads

Our titles are also available as downloads through www.klicktrack.com and The Orchard (distributes to emusic, itunes, napster etc). Klicktrack gets a percentage of the revenue and pays Bendis share once it reaches a certain amount. The Orchard takes a fee for each release which we don't need to pay until we've earned that much. This means we need to sell lots and lots before making any money...



CD copies

Free copies

We don't give away any free copies. Not to the artists, not to reviewers, not to anyone. Even I have to pay for my own copy. However, as the artist you may have a proof copy so you can approve the final product, and maybe one or two extra copies.

Payment for studio time, guest musicians etc.

Bendi agrees to release existing recordings. If you want to book a studio and hire musicians, it's up to you, we can't help with the financing. Sorry.

Bulk buying / cheaper CD's for the artist

Titles released with cafepress

As the artist you can order 15 copies or more of and get discounts (approx 5 dollars per CD plus shipping). You can then give away or sell the CD's for whatever you like, which is really great if you have many friends or performing live now and then. Actually, this is the best way for you to make money on your release.

Titles released with createspace

As the artist you will get a discount code so you can buy your own titles paying the base price only (approx 5 dollars per CD plus shipping). (From 50 copies and up you also have a percentage discount.) You can then give away or sell the CD's for whatever you like, which is really great if you have many friends or performing live now and then. Actually, this is the best way for you to make money on your release.



Sleeve

Bendi makes the sleeve. Permanent. Of course, you can make it first if you like, but we will then lay our magic hands on it and turn it to a beautiful Bendi sleeve to be proud of.

You will, of course, have the right to disapprove if there's something you don't like and want to change. Nothing will be released before we all agree on it.

You supply us with what we need for the artwork; photos, illustrations, liner notes, credits...



Information for website

For the website we need hi-res photos and a biography. We also need a press release for each release.



Promotion

Advertising

We don't advertise. We have a monthly newsletter. That's it. We don't send any review copies. However, reviewers, bloggers, podcasters and some others are entitled to retrieve a login for our websites press area, where they can download all albums complete with full pdf sleeve.

Your own promotion

Feel free to promote your CD in any way you like. But don't spend too much money, since it's difficult to get it back. If you have favourite reviewers, radio hosts or other people you'd like to send the CD to, you can buy bulk or burn CDR's.

Why and who?

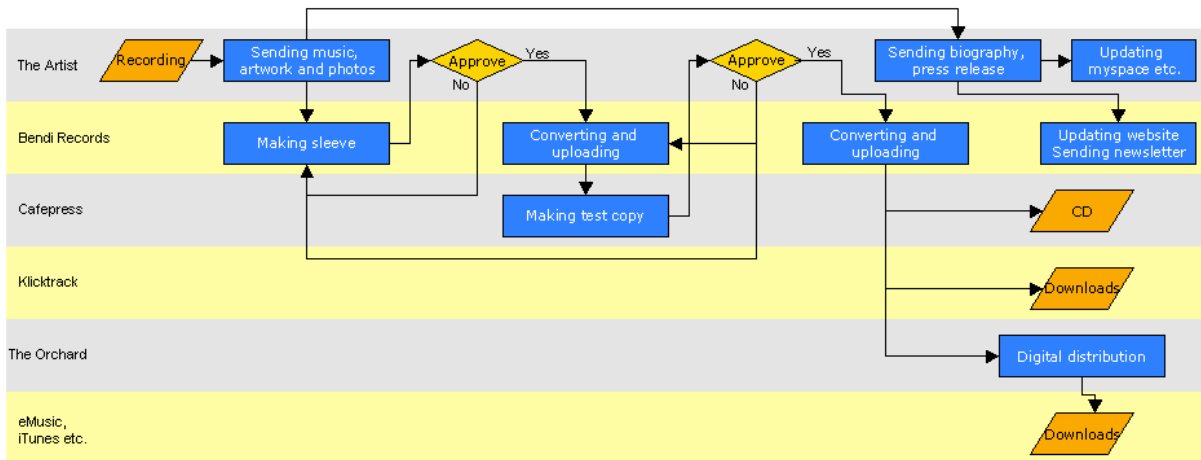
Who releases a CD on Bendi?

Maybe someone with a lot of old recordings lying in a drawer. Or someone with a home studio or making music on a computer. It can be a band that for some reason doesn't want to be involved in the music business. Or someone who's music is too strange for the ordinary labels. It can be an artist who already has a recording contract, but likes to have hobby projects on the side.

Why can't I release my CD myself?

Well, you tell me. Go ahead, I don't mind. We use the services of Cafepress, and everyone's free to do the same. It's free to have a Cafepress shop, but if you want to release a second CD you will have to open a new shop or start paying. With your own shop, you'll have to make your own sleeve. It might be fun, but how does it look? And of course, you don't have to use Cafepress, you can burn your CD's in your computer. But that will give you a lot of work, burning, printing, cutting, packing, sending, money receiving... With Bendi you don't need to bother about any of that.

The new release process



1. The artist have a recording, and sends it to Bendi.
2. Bendi makes the sleeve.
3. When the sleeve is approved by the artist, Bendi converts and uploads the files to the createspace server and orders a proof copy.
4. Once approved, Bendi makes everything ready for release on CD and as downloads on Klicktrack. Bendi also send required material to The Orchard for digital distribution.
5. At any time during this process, the artist provides Bendi with biography and press release text.
6. In time for the release, both artist and Bendi updates their websites, myspace pages and newsletters.