EPK (Electronic Press Kit) Checklist

An EPK should be a ***folder location*** hosted either on your website or cloud service (e.g. Google Drive, DropBox, etc) that is publicly available (anyone with a link) and contains the following:

- ☐ **Band Logo**. Transparent background vector file (.pdf, .ai, .eps). Transparent background .png file will work as long as the image is at least 720px tall or wide

- ☐ **Photos**. 2 or more Hi-res photos (at least 1920px horz or vert). Must be clean; no logo or text overlays.

- ☐ **Short bio** (3-4 sentences) that details style of music, live expectations (a hype spiel). Band member mentions should be used only if specific member's inclusion is particularly important to ticket sales.

- ☐ **Full bio**. 2-3 paragraphs, including all band member names plus website and social media links.

- ☐ **Raw Video: Horizontal**. 1 (or more) 30-90 second video clip – minimum 1080p (1920X1080px) – in landscape aspect with no logo or text overlays. (*entire songs not necessary but hooks/solos/key moments appreciated*)

- ☐ **Raw Video: Vertical.** 1 (or more) 30-90 second video clip – minimum 1080p (1080X1920px) - portrait aspect with no logos or overlays. (*entire songs not necessary but hooks/solos/key moments appreciated*)

- ☐ **Video Promo** - Produced 1-3 minute teaser

Optional

- ☐ **1 promo photo** with logo overlay

- ☐ **Stage plot**

- ☐ **Input list**

- ☐ **Tech Rider**

- ☐ **Song list**

- ☐ **AdMat poster template.** Should include a block of negative space for adding details such as venue, date, opener, times, etc..