

DAVID MARKS  
3rd EAR MUSIC  
12 GRATTAN PLACE  
BEREA, DURBAN 4001  
SOUTH AFRICA. ☎ (031) 29-3811

MOBILE BROCHURE:

We must get some kind of information out to all the performing bands along the beach front and especially those who have not had or might not get a recording contract. The idea would be to approach them within the next few weeks.

A survey could be done in the form of a questionnaire.

e.g.: There are many customers who come specifically down to your club to hear your guys perform - wouldn't you like to give them a memento of their visit/support?

For as little as R10 an album you could have a completely recorded, legally protected and legitimate long-play record/cassette to sell at the door.

We could make that minimum of 500, depending on the sleeve artwork or any re-mixing that might have to be done from the original live master.

We should make the idea of having their shows video-ed also attractive.

What we need to work out a.s.a.p. is the returns needed to secure your investment on the equipment, my time in doing the recordings and, of course, the material costs.

It is difficult to work out material costs exactly - to give you an example: If we needed 250 cassettes made for a group that we have just recorded in a hotel, the following price structure must be considered (this is for cassettes of under 60 minutes):

1. Contract Price: R2,19
2. Administration and Packing Cost: 35c.
3. Ad Valorem Duty: 85c.
4. Anti-Piracy: 5c.

TOTAL: R3,44 per cassette.

If, on the other hand, we wanted to do 5 000 cassettes, then the overall price comes right down to R2,90 per cassette.

There is a mastering charge at the factory (E.M.I.) of R95,00 and a label origination charge for the labels that stick onto the cassette of R26,00. The sleeve or cassette inlay design in black or white depends on what the client would like.

Albums - on the other hand - say, a minimum of R250,00 is broken down in the following way:

1. Contract Price: R1,90
2. Administration and Packing Cost: 14c.
3. Ad Valorem Duty: R1.
4. Anti-Piracy: 5c.

TOTAL: R3,09 for a minimum of 250 copies.

A minimum of 5 000 will give you a price of R2,60 per album.

The above prices include labels and white paper in the sleeve. There's a mastering charge of about R280,00, a label origination charge of about R30 and if we need the albums shrink-wrapped (which is good for their protection) you're looking at approximately 15c. per album.

This, of course, does not include the artwork and the printing of sleeves. Again, the sleeves depend entirely on how elaborate the client wants to get.

These prices, incidentally, were effective as from August of last year so they could possibly be up by at least 15-20%, although these are factory costs and we could get this whole process done for at least 20 or even 30% less than I have indicated above.

The cost of a quarter-inch tape to master the recording on is approximately R85 per reel and a reel lasts for approximately half an hour to thirty-five minutes - we then need another quarter-inch master of about R85 to mix down on. My time must be considered. I usually can record a live album over two nights, possibly three, on location at the club using hired equipment such as microphones and fixed units to the value of approximately R100-R200 per day. We must then work out a 'mix down' fee - this again depends on what type of money the band/client wants to spend.

For example: we can take this 8-track master and 'synch' the machine up to Ron's 16-track and then do over-dubs at a rate of R120 per hour. Mixing will then also be at that same rate.

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All in all, you're looking at approximately two days mixing and dubbing in the studio over and above our live recordings in the pubs/clubs.

Can you work figures from that information?

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