



## FAQS FOR AFFILIATES

*(effective November 6, 2007)*

### ***What is Track10?***

Track10 is a platform for Northwest Christian music artists to help them be seen and heard by relevant audiences. Our primary vehicle is our web center at [www.track10.com](http://www.track10.com).

### ***Why would someone visit Track10.com?***

Track10.com is the primary online destination for many fans and event planners in the Pacific Northwest. We offer the following to our web site visitors:

- Webcast programs featuring music, news, and interviews concerning Christian music in the Northwest.
- Podcasts of the web show.
- Home page features of the artists, venues and music.
- Event calendars and “Hot Shows” sections for area Christian music activities.
- Artist HQ pages that serve as gathering and informational spots for fans to learn about and connect with their favorite music groups.
- A “Search-by-Genre” or “Event Type” feature to facilitate searches for event planners.
- Full-length songs of artists.

### ***How will people find out about Track10.com?***

Track10 sends out a monthly newsletter to keep the public informed about local area music activities and artists’ happenings.

We also set up booths at different events for visibility, including the Seven17 Records Showcases and Christian Musicians Summit. In addition, we partner with event planners featuring gifted artists from our T10 Community of Artists, providing flyers, give-aways, an emcee and other support for these events.

But our best method of advertising has proven to be the T10 Artists and Event Planners who use our Site.

### ***Why would local artists want to participate?***

- To be part of the principal hub for Northwest music activity.
- To be seen and heard by tens of thousands of Northwest Christian music fans and event planners.
- To link to your own music store.
- To create personal pages at the site for information about your music, performance schedule, etc.
- To blog about your gigs, CD releases or personal interests so that fans can get to know your heart.
- To network with other songwriters, vocalists and musicians within the T10 Community.

### ***Does this cost anything?***

No, we don’t charge any fees or take any cuts from bookings. All it takes is some time to keep your T10 page current.

### ***What does Track10 supply the artist?***

- Easy-to-edit (no HTML knowledge necessary) web pages where you can display photos, appearance calendars, fan info, links to your own web site, music, and blogs.
- Inclusion in our master event calendars.
- Consideration for exclusive Track10 concerts, showcases and other events in the Northwest.
- Consideration for compilation CDs that will be marketed from time to time.

### ***Who is behind Track 10? Why are you doing this?***

Track10 is a project of Seven17 Records, but is open to all NW artists. Our primary goal is to bring more attention and activity to Northwest Christian music.

### ***What if I already have a web site?***

Great! We'll link to it. This will give fans the opportunity to purchase product that you may have on your own site (e.g. apparel, CDs, books, etc.). We only ask that if you are linking to a Myspace or other social networking site, you carefully consider the friends you add and where their links end up.

### ***Is my agreement with Track10 an exclusive one?***

No. Your relationship with Track10 is non-exclusive. In fact, we encourage you to pursue as many other avenues for exposure/distribution as possible.

### ***Why did you name this Track10?***

The 10<sup>th</sup> track on many CDs is often the strongest or most compelling song to finalize the project, and therefore leaves the listener with the desire to hear more.

### ***What do I have to do to participate?***

- You will need to click on a Track10 artist agreement that will allow us to stream the music you provide us, transmit the images that you upload, etc.
- You will need to make sure that you have or obtain the right to post your music online and to display your images. If you have an agreement with a record label, you will likely need to contact them about this. You may wish to consult your legal counsel.
- You help us to promote Track10 at your personal appearances, through your newsletters and on your web site.
- You will keep your Artist page updated with your latest blogs, news, photos, events, etc.

### ***How many songs can we upload?***

There is no limit as to the number of songs uploaded, but we need at least 2 full length songs on your artist page.

### ***I put some stuff up, but don't see it on the Site. Why not?***

Everything stays in our Control Panel until we've had a chance to review its contents. Once it's approved, we activate your page to our live site, and contact you.

### ***What do you look for when we upload our info?***

We look to see if you've completed the basic elements (bio, music, contact, events, gallery, etc.), for an indication of your Christian testimony and that all lyrics and photos are family-friendly.