



celtic-rock.de

offers of cooperation

June 2015

**exploring modern folk music
with celtic roots
for all generations**

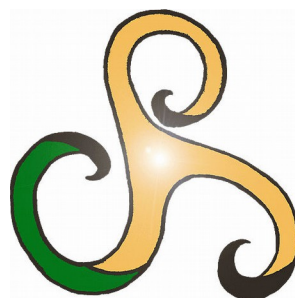
Table Of Content

| | |
|---|---|
| Background..... | 2 |
| Beginnings in 2007..... | 2 |
| Development from 2014 onwards..... | 2 |
| Offers to artists and bands..... | 3 |
| Radio station..... | 3 |
| Offers of cooperation for bands, organizers and agencies..... | 4 |
| Sponsoring..... | 5 |
| Contact..... | 6 |

Background

Beginnings in 2007

Combining celtic folk with rock and punk has grown into new musical genre which has spread around the world over the last twenty years. Not only in Ireland or Scotland but from Australia to Argentina and from Canada to Japan there are bands who have committed themselves to Celtic Rock. Some of the most popular are Dropkick Murphys, Flogging Molly, The Mahones, the Levellers or the Real McKenzies. As representatives of the German scene Fiddler's Green, Mr. Irish Bastard, In Search Of A Rose, The Ceili Family or Ahead To The Sea can be named to represent lots of others. Despite the fact that the European celtic folk- and rock festivals are visited by thousands every year this music scene is largely ignored by the established media and gets classed as "irrelevant minority music".



Thus it was also an act of self-help to establish celtic-rock.de in the summer of 2007. Since then our celtic rock & punk fanzine has mainly dealt with the German scene. Judging by its size, variety and combination of media it has grown into a unique platform. Numerous imitators and similar projects have followed since.

Development from 2014 onwards

Aim of the open, voluntary editorial team was and is the presentation and promotion of our musical scene and gaining new friends for our music. Allowing for the different use of media especially by young people and meeting the demands of mobile computing we made a profound change in our setup in 2014. This went unnoticed by many because the complete renewal of the technical side took place in the background.



Since early 2014 the main focus of **celtic-rock.de is on the radio station**. Going on our listeners' statistics we are the most successful web radio in Germany to play music with celtic roots. Accompanying it we present all albums in our online magazine too and we introduce various bands and titles in the form of video or audio files as well.

We deal with all genres of celtic inspired music and thus hope to incite meetings between curious, open-minded listeners and new ways of playing.

Special demands of the mobile web are met by our technical setup.

Offers to artists and bands

celtic-rock.de lives through new music. If you want us to play your music on our radio please get in touch or send us legal and original media (no bootlegs) for promotional purposes.

On celtic-rock.de we don't publish long-winded reviews. The albums are introduced briefly and in addition to that audio files or videos can be played. These are at times augmented by some short personal notes from the editor's point of view and can be commented on by the community. All texts are limited to 250 words.

Other short editorial items link to sound files, show videos or photos (no more than 10 shots at a time).

Presently the following services can be used:

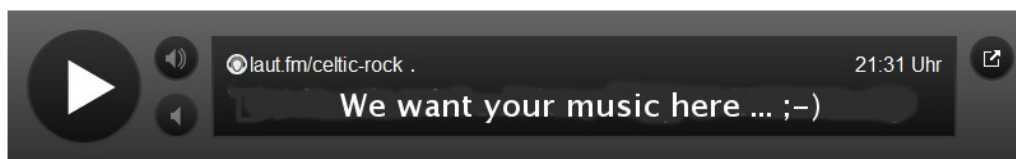
- •Audio: *Soundcloud, Bandcamp or audiofiles on the bands' websites*
- •Video: *Youtube, Vimeo, Vine, Bilp.tv, Flickr and Dailymotion*

You are also welcome to send several media or merch which we may use as giveaways or raffle prizes.

Radio station

Basically we play three tracks of every album that we receive and present on our website.

After having been played daily in our show "What's New" for 4 to 8 weeks they are repeated in irregular intervals on "All Day Long" or the "Akustik Session". Tracks may also be used for our other shows.



In our themed shows we can also play music which has not been introduced by an article. Again the rule applies that we need an original medium (see above). In our themed shows we are happy to present older albums, too.

Acoustic music is given a place of its own in our "Akustik Session". Live und telephone interviews go on air in our show "Tooraloo Radio".

The legal side: Sending us a storage medium or sound files does not bring about any obligation for celtic-rock.de. There is no right whatsoever to any kind of use of your media or for us to return them. We reserve the right to reject music without giving reasons.

Our voluntary project can't be run to meet time targets set by agencies or organizers. Sometimes it takes us a bit longer. If you want publication on a certain date give us an early notice but naturally we can't promise anything.

Offers of cooperation for bands, organizers and agencies

We support bands and musicians, agencies, promoters and organizers whose music lends itself to being integrated into our programme. Various ways to cooperate are possible exceeding what's mentioned above. We're open for further ideas. Our services can't be had for money but only for an acceptable exchange in the field of promotion. Basically both sides should benefit in the same way.

What have we got to offer?

- promotion on our website by way of presenting bands and music (tags, features)
- link exchanges
- raffles
- extra push in social media channels (facebook and twitter)
- presenting artists with three songs each in our festival radio show. promoters supply us with a storage medium (physical copies / CD originals, no copies) As an exception under special circumstances we accept mp3 files.
- possibly an extra radio show
- radio jingle for a limited period (festival radio only)*

*) Jingle is sent to our radio for broadcasting (max. 30 secs) und must not contain advertising for third parties.

What can you offer to us?

- logo/banner containing a link to our homepage
- logo/banner on your flyer (naming our URL)
- logo/banner or advert on your concert/festival programme (naming our URL)
- press pass and showing our banner at your festival
- raffle prizes
- integrating our radio player into the website of promoters/festivals
- exchanging links

- advert in your newsletter
- you write to the bands and ask them to supply us with media (if you want your music on our festival radio).

On this basis we can negotiate a deal which is fair for both sides' interests.

Sponsoring

As a matter of principle our activities are not charged for. We are a budget-zero project. Our costs are covered by our private means.

In case you should find our project attractive though we offer you an exclusive sponsorship at the cost of 1000 € + VAT per year. This money would be used to pay for our web server as well as postage and advertising. In return we give you a space as wide as our webpage and 100 px high. This will be anchored below the contents above the footer and be visible on each page as shown below. This space can be filled with contents of your venture which is fixed for the time agreed.

The advertising space should be set up to integrate into our website and may contain up to three links but no advertising for third parties or hidden adverts. Text (up to 50 words), html-elements and graphics (max. width of 450 pixel, height of 100 pixel) may be used.

Fitting this into our website will be done by us and is included if done once for a whole year. For additional 500 EUR + VAT this advert may be swapped within the year.



Illustration: This space is exclusively for sponsors.

Contact

administrator

celtic-rock.de
c/o Daniel Hoffmann

Bebelstr. 9
51373 Leverkusen
Germany

phone: +49 175 489 50 42

homepage:

www.celtic-rock.de

e-mail:

info@celtic-rock.de

Person responsible according to § 6
MDStV: Daniel Hoffmann

Promotion

celtic-rock.de
Carsten Klett
Amselweg 8a
51373 Leverkusen

radio station:

The editorially organized radio station
is a service of LAUT AG,
Konstanz/Germany. Further
information on
www.laut.fm

Info about our team:

www.celtic-rock.de/kontakt/redaktion

e-mail:

general and website:

info@celtic-rock.de

radio station:

radio@celtic-rock.de

networks

laut.fm: www.laut.fm/celtic-rock

facebook:

www.facebook.com/celticrockfanzine

twitter: www.twitter.com/celticrock

soundcloud:

www.soundcloud.com/celticrockradio

youtube:

www.youtube.de/celticrockfanzine

RSS: www.celtic-rock.de/feed