INTRODUCING

KERRYMUSIC DUPLICATION

ON DEMAND CD / DVD



KERRYMUSIC
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DUPLICATION

To manufacture your CD/DVD, you must choose one of two basic options for the production of CD/DVDs: either the traditional approach of replication 500 units +) or the new approach of CD/DVD on Demand.

Replication (500 units +)

This is the traditional way to manufacture and sell CD/DVDs.
You replicate an inventory of CD/DVDs anything from 500 to 3000.
The advantage of this approach is that the cost per unit is moderately low.
The big downside is that you must invest significant money in stock (costing €1500 - €3000 to get started). If your title doesn't sell as well as projected, you can lose a lot of money.

CD/DVD on Demand

This is a new way to manufacture CD/DVDs. CD/DVD on Demand eliminates the need for keeping large stocks by producing discs and packaging on a just-in-time basis as disks are required. Because there is no inventory, there is no initial investment in pressing discs. This removes the financial risk associated with the traditional way of selling CD/DVDs, plus it allows you to publish more titles at the same time. It also allows you to keep a stock of older titles that you may no longer have. All you need is one CD and its inlay.

Profit Comparison

Obviously, you want to maximize your profits while minimizing your risks. The key to picking the right way to publish your CD/DVD primarily hinges on your sales volume.

CD/DVD on Demand is ideal for low-to-moderate volume sales – CD/DVD on Demand is generally more profitable than traditional replication for sales of 200 units and under. Even for a few thousand sales per year, CD/DVD on Demand is price-competitive with traditional methods.

For sustained sales above 250 units, traditional replication is somewhat more profitable if you can afford the upfront costs.

ON DEMAND
CD / DVD

Given that you can easily switch from CD/DVD on Demand to replication with Kerrymusic, we strongly recommend you start with CD/DVD on Demand and switch to replication as your actual sales volume dictates.
This will allow you to use real sales data on which to base your replication run, and has the added benefit of your initial CD/DVD on Demand sales funding your subsequent replication.

Old or Deleted Albums/Videos

CD/DVD on Demand is ideal for old albums or Videos that you may no longer have stock of. If you have one copy of an out of stock CD or DVD we can produce copies for you provided you have the inlay in good condition. And we mean any amount from one up. Perhaps you have an album that was never released on CD. Or a Video that was never issued on DVD. We can help. Ideally (and most cost effective) if you can get your hands on the original master and artwork but even if you cant, we now have the equipment to make a new master from cassette or VHS video.*

*To produce a new master or new art work from a format other than CD/DVD, requires an additional once off fee. The quality will be equal to what is on the cassette or video.

And the Cost?

CD: €3 each.

Full colour Two page front booklet and back liner.
Colour or Black on body print on CD. Standard Jewel case

DVD: €5 each

Full Colour two page inlay. Colour or Black on body DVD. With Black or Clear Case.
You can order any amount you wish from one up.

For CD or DVD if you require more than 250 units, it is more economical to go for a replicated order of 500 units.

Cost does not include post or courier to your own address.

Larger Orders
We also supply the larger quantities 500/1000/2000. Please just ask for a quote.

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The Kerrymusic store is an online web store where we sell CD's and DVD. It has been set up in co-operation with Paypal and can accept credit card payments.

Just log on to www.kerrymusic.com to see how it works.

If you want Kerrymusic to sell your albums or DVD's, through the site, please contact us.

We work in the same way as you would supply CD/DVD's to any record store. However, we only carry a maximum of three of each title in stock or if you are availing of our CD/DVD on demand service it is not necessary for us to carry any stock at all.We just print the CD's as they are ordered. We accept CD/DVD from any source. They do not have to be recorded at Pats Tracks or duplicated by Kerrymusic.

AUDIO: Patrick Donegan. (patdonegan@mac.com)

Pats Tracks is a state of the art recording studios using Pro Tools.

VIDEO: Billy Donegan (billydonegan@mac.com)

Full video recording and editing system using Sony Digital cameras and Apple Final Cut Pro. We do music videos, conferences, wedding videos etc.

DESIGN: Philip Tindall(easydesign@mac.com)

Full design service including web design and maintanance. CD Covers, posters, publicity handouts, etc.

