



GENERAL INFORMATION

a. Do you collect sound exchange?

We can, but the label has the option to opt-in or opt-out for that service.

b. Do you blast music to radio stations and which ones?

We blast music to radio, press worldwide (over 4000) via or internally iPool systems. We track everyone that downloads the track and they can also provide feedback to song.

c. How effective is your radio and promotions blast?

We feel confident that we cover most of all radio, press, blogs that supports our genre.

d. Do you charge for radio and promo blast?

The blast will be free of charge.

e. Do you own my music if it's distributed by VPAL?

VPAL deal is distribution only. We DO NOT own your songs.

f. Do you offer publishing?

Yes, we can provide publishing.

g. Do you offer 1-year digital agreements?

Our agreements are typically 3 years minimum.

h. What if I don't want any agreement (Documentation). But still give you songs. Can that work?

No, the agreement is in place to protect both the client and VPAL.

i. What's the difference between VPAL and other digital distributors?

We've been in the business for over 10 years and we are the largest distributor for Dancehall and Reggae music. VPAL has reliability, accounting, customer service, and access to a wider array of marketing services which sets us apart from the other distributors.

j. Can you get songs up on iTunes fast?

The minimum timeline DSP requesting is 3 – 4 weeks setup.

[In rare occasions] Depending on the urgency of the release an executive review and decision can be made; however, this does not guarantee approval.

k. Can you guarantee me iTunes front page placement?

We can pitch to the retailers. Final consideration and approval are up to the platform editors.

l. How do you promote my music?

We use our social media, music blast and retail marketing services to get the word out on your music.

m. Can I get monthly statements?

Unfortunately, for new clients we cannot provide monthly statements until sales are reported approximately 3 months after release.

n. Can I log on to your system to see my sales?

Of course! We will give you access to our client portal to track your sales.

o. I don't want distribution. I want to license my music.

If you want to license, we can put you in touch with VP Records.

p. How come my song got removed?

This is a common legal practice by ALL labels. You need a waiver or permission to release an artist (song / track) who is signed to VP Records. If you bring the track to VPAL you don't require such waiver as the track is within network. If you choose to go outside, then you are required to obtain the waiver from the label.

q. Do you provide ISRC and UPC's?

Yes! ISRCs are generated free of cost when your music is submitted for release. Each single or each track on an album will be assigned its own ISRC.

Different UPCs are generated for each release whether that release is an Album, EP, Riddim, or a release that is just a Single.

r. How long will it take to process my music?

We pride ourselves on executing the best release time and strategy. Depending on when the release is sent, it can take 7 to 15 days to process your music for release after audio along with your completed cover art(s) and credentials are received. Failure to submit the correct audio and/or artwork in the required specifications can delay your submission and lengthen your processing time.

IMPORTANT: There may be a delay in processing, including release date change, based on audio/album art specification changes and/or missing project credits/lyrics.