

New Release Checklist (Single)

A phase-by-phase checklist for releasing one single (digital, DSP-first). Adjust dates if you're pushing harder on editorial — major pitches and bigger campaigns want longer runways. Default assumption: independent house/tech-house release through a distributor.

How to use this: Set your release date (always a Friday for DSP refresh alignment) and count backward. Check items off as you go. Anything money-related has a realistic indie range noted.

8 Weeks Out — Lock the Asset & Foundations

☐

Confirm the release date (Friday). Avoid major-holiday weeks and your own back-to-back releases.

☐

Final master approved — get the loud/streaming master AND a clean instrumental + radio edit if relevant. Confirm formats: 24-bit / 44.1kHz WAV minimum for delivery.

☐

Master loudness sanity check — roughly -8 to -10 LUFS integrated for club/house masters is normal; don't over-limit. DSPs normalize, so chasing loudness past the limiter just kills dynamics.

☐

Backup the master and stems in two places (cloud + local). Label clearly:

Artist - Title (Master) [v1].wav .

☐

Confirm all splits in writing — songwriter splits, producer points, featured-artist splits, remixer terms. Get a one-page split sheet signed by everyone BEFORE release. This is the #1 thing that blows up later.

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Decide artwork direction and brief the designer. Spec: 3000x3000 px, RGB, JPG/PNG, no DSP logos, no unlicensed images, no advertising/URLs/social handles in the art.

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Draft metadata (see metadata block below) so it's ready to drop into the distributor.

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Confirm the primary artist name spelling/casing exactly as it appears on existing profiles (Snooko, not SNOOKO/snooko) to avoid creating a duplicate artist profile.

6 Weeks Out — Metadata, Codes, and Delivery Setup

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Finalize artwork — proof at small size (it lives as a thumbnail). Save master art file in the release folder.

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Lock metadata. Required fields:

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Track title (+ version: Original Mix / Extended Mix / Radio Edit)

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Primary artist(s) + featured artist(s)

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Songwriter legal names (not stage names) for publishing

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Producer / remixer credits

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Genre + subgenre (e.g., Dance / House or Tech House)

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Language of lyrics (or “Instrumental”)

☐

Explicit / Clean flag

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(P) and (C) lines — e.g., © 2026 Greyscale Music Group / © 2026 Greyscale Music Group

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Release date + original release date (if previously out)

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ISRC assigned per track (distributor auto-assigns, or use your own registrant code — see ISRC & UPC guide).

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UPC/EAN assigned for the release (distributor provides one free in almost all cases).

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Confirm distributor delivery lead time. Build the rest of the calendar around this: most distributors want the release **at least 7–21 days** before street date for normal placement, and **3–4+ weeks** if you want any shot at Spotify editorial.

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Choose territories (usually Worldwide) and **stores** (all DSPs + Beatport/Traxsource for house/tech-house — these matter in this lane).

4 Weeks Out — Deliver, Pitch, and Pre-Save

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Upload/deliver the release to the distributor with all metadata, art, and audio. Set the street date.

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Submit to Spotify for Artists editorial the moment the release is in your distributor and showing in Spotify for Artists — needs to be **at least 7 days before release**, ideally 3–4 weeks. One pitch per release; pick your strongest track.

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Pitch Apple Music / Amazon via your distributor’s editorial tools or label rep if available.

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Pitch Beatport / Traxsource (or have your label/distributor do it) — Hype/Beatport feature consideration where applicable.

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Set up the pre-save / smart link (Feature.fm, Hyperfollow via DistroKid, ToneDen, or Laylo for Snooko). Get the URL live so you can start collecting.

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Build the Laylo drop (Snooko) to capture pre-save + RSVP audience for the release.

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Independent playlist outreach list — build a sheet of curators (editorial, algorithmic-adjacent, and credible independent/label playlists) with contact + pitch angle. No pay-for-play bot playlists.

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Draft the press one-sheet — who, what, when, the story/hook, key links, contact. One page.

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Line up premiere/blog/channel if doing one (YouTube channel premiere, blog exclusive, label takeover). Premieres usually want a 1–2 week exclusive window before wide release.

2 Weeks Out — Content & Campaign Live

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Pre-save link live everywhere — bio, story highlights, email footer, Laylo.

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Content batched and scheduled:

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2–3 short-form teasers (Reels/TikTok) with the hook section of the track

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Cover-reveal post

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Behind-the-scenes / studio clip

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Countdown stickers / Laylo reminders

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Email/SMS list teased — announce date + pre-save.

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Confirm release showing correctly on Spotify/Apple via pre-release link; check artist profile, art, credits, and that it's mapped to the RIGHT artist profile (no duplicate).

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Send press one-sheet + private stream to blogs, DJ supporters, and curators with the date.

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Service promos to DJs (private SoundCloud/Dropbox or promo pool) so the record is being played before release if it's a club track.

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Schedule release-day posts.

Release Week (Friday Drop)

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Confirm live on all DSPs Friday morning — spot-check Spotify, Apple, YouTube Music, Beatport, Traxsource.

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☐ **Update the smart link** from pre-save to “Listen Now” / streaming.

☐ **Post release-day content** — announcement, story, Laylo blast, email/SMS.

☐ **Pin the link** in bio and across profiles.

☐ **Personally thank early supporters** (DJs, curators, fans who pre-saved). DM the supporters who matter.

☐ **Add the track to your own playlists** and any artist/label playlists you control.

☐ **Check Spotify for Artists** for editorial adds and where the first streams are coming from.

☐ **Watch for metadata errors live** (wrong artist, missing credits, bad art) and open a distributor ticket immediately if anything’s off.

Post-Release (Weeks 1–4)

☐ **Day 1–3:** Keep posting — UGC, “out now” reminders, DJ-support reposts. The first 7 days drive algorithmic momentum.

☐ **Submit to algorithmic/independent playlists** that only accept already-released tracks.

☐ **Register the song with your PRO** (ASCAP / BMI / SESAC) as songwriter AND publisher so performance royalties get collected. Do this for every release.

☐ **Register/claim with publishing admin** (Songtrust, distributor publishing, or your admin) to collect mechanical + global royalties.

☐ **Register the master with SoundExchange** (as rights owner / featured artist) to collect non-interactive digital performance royalties (US webcasting, satellite, etc.). One-time setup per entity, then claim recordings.

☐ **Claim the recording on YouTube Content ID** (via distributor) so UGC and lyric/visual videos monetize.

☐ **Set up / verify Spotify & Apple artist profile** claims and pitch tools for next time.

☐ **Week 2–4 review:** Pull the numbers — saves, streams, source of streams (editorial vs algorithmic vs your own audience), best-performing content, playlist adds, Beatport chart position.

☐ **Log learnings** into the campaign tracker: what drove streams, which content hit, which curators replied. Feed this into the next release plan.

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Plan the follow-up — momentum content, remix package, or next single timing (don't go dark; aim to re-engage within 6–8 weeks).

Metadata Quick-Reference Block

Copy this for each release and fill it in once, then paste into the distributor:

Primary Artist: Snooko
Featured Artist(s): —
Track Title: [Title]
Version: Extended Mix / Original Mix / Radio Edit
Songwriter(s) (legal): [Legal Name 1], [Legal Name 2]
Producer(s): [Name]
Remixer(s): [Name]
Genre / Subgenre: Dance / Tech House
Explicit: No
Language: Instrumental
ISRC: [auto / your code]
UPC: [auto]
(P) Line: © 2026 Greyscale Music Group
(C) Line: © 2026 Greyscale Music Group
Release Date: [Friday]
Label: Greyscale Music Group
Territories: Worldwide