



Label Hard Drive Delivery Handbook

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Hard Drive Packing Slip

1.0 - When can I send content via hard drive?

If you have **more than 15 releases** to submit to The Orchard, you have the option of sending us a storage drive loaded with content. This can either be a USB hard drive or flash jump drive (we can't accept internal or firewire hard drives). However, we encourage that you use Release Builder as much as possible!

2.0 - Preparing Your Assets

2.1 - Audio Specifications

To begin, let's go over the audio. We can accept 2 types of audio via hard drive. This can be either standard CD audio (**44.1 khz, 16 bit, Stereo**) in WAV or Apple Lossless (M4A files ripped with iTunes).



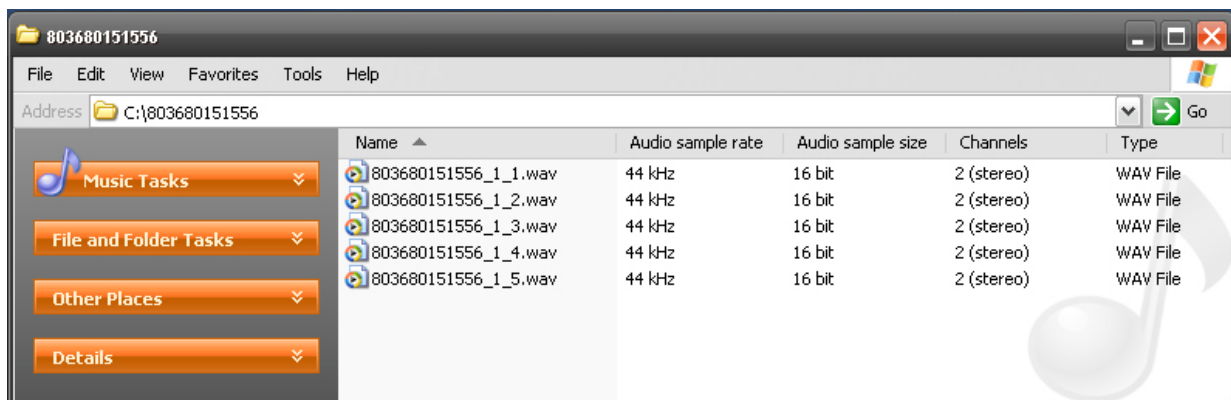
[Watch our video on how to prepare your audio files from CD](#)

If you are converting your audio down from a studio master, you need to adhere to these specs. We can't take any audio that falls outside of these specifications. **Double-check your audio to make sure it is NOT a 24-bit, 96khz master.**

2.2 - How to Name Your Files

If your label already has everything ripped to WAV or Apple Lossless, you only need to rename your files to either the manufacturer UPC or Label Catalog ID. This lets us match up your audio to your metadata, which we will discuss later in this handbook.

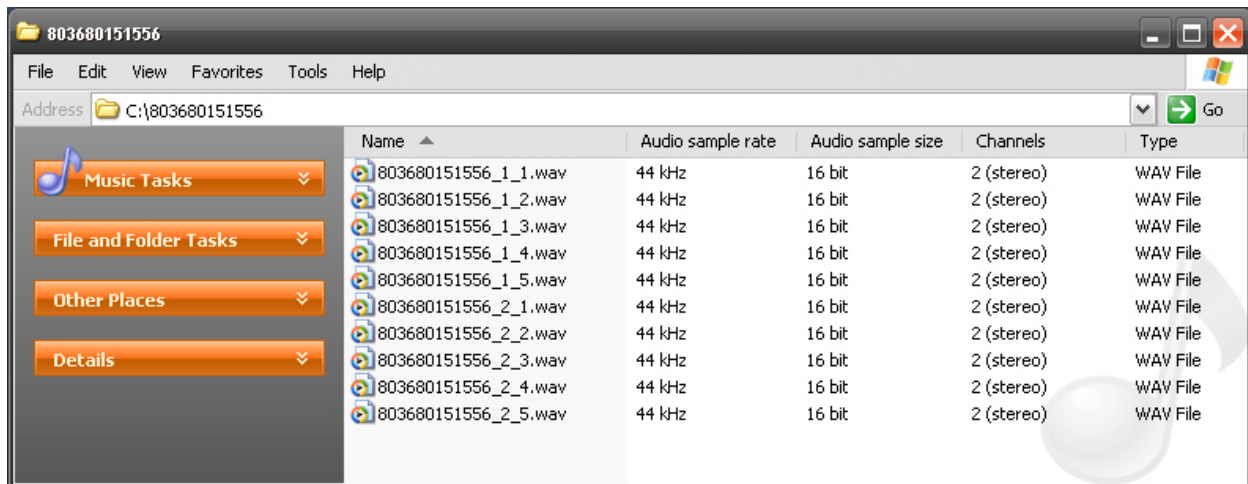
We recommend that you use the album UPC to name your files and folders. This makes life easier for everyone. The best way to do this is to use **UPC_DISC NUMBER_TRACK**. If you don't have a UPC, you can use your label catalog ID instead. Take a look at this example:



This is well-named audio that is almost ready for ingestion to VECTOR, our delivery platform.

2.3 - Multiple Volumes in One Release

If your release has multiple volumes, all tracks should still be in one folder. Simply change the DISC_NUMBER to the corresponding volume and proceed as you normally would:

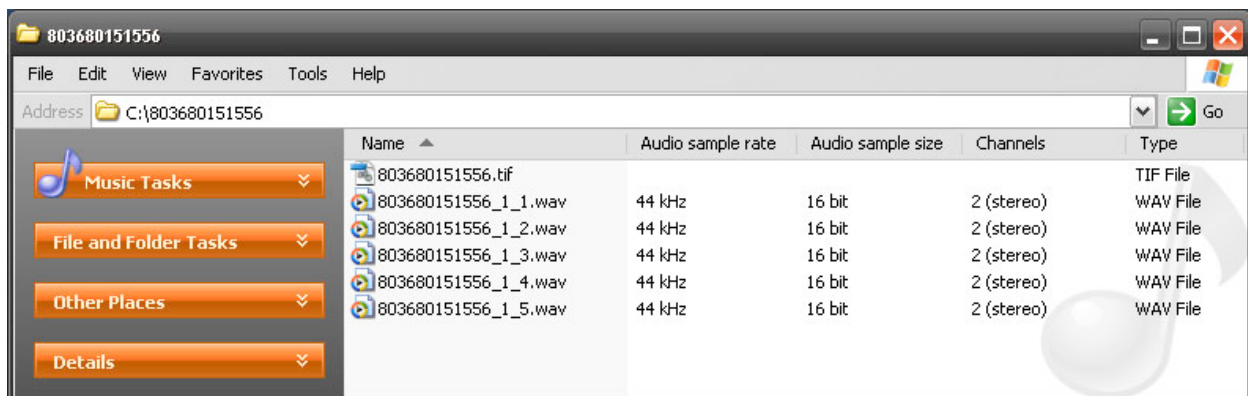


Here's an album that has 2 volumes, or 2 CDs. Each volume should be grouped together in one release folder.

2.4 - Album Artwork

When sending content via hard drive, we need your album covers to be formatted as 1500 x 1500 pixel in size, 300 dots per inch (or dpi), and they need to be either JPG or TIF files.

You can usually set these settings when you scan the cover yourself, or you can convert your image with programs like Adobe Photoshop. There are even free and easy services like [Picnik](#) that you can use to convert your existing scans. Once the image is ready, place it in the same release folder as the corresponding audio. Name it the same way as you would with the release audio. See the image below:



The album art TIF file needs to be included with the release and carry the same naming convention.

3.0 - Providing The Orchard With Metadata

! Before you begin this section, download the [Orchard Hard Drive Label Copy Spreadsheet](#).

To ensure that your assets are ingested properly, it's important that you fill out the Label Copy spreadsheet. Include all album info just like you would in Release Builder. We're going to focus on the columns of that spreadsheet which are most important to hard drive content ingestion:

Orchard UPC	Manufacturer's UPC	Label Catalog Number	CD Volume	Track Number
	803680151556	3863	1	1
	803680151556	3863	1	2
	803680151556	3863	1	3
	803680151556	3863	1	4
	803680151556	3863	1	5

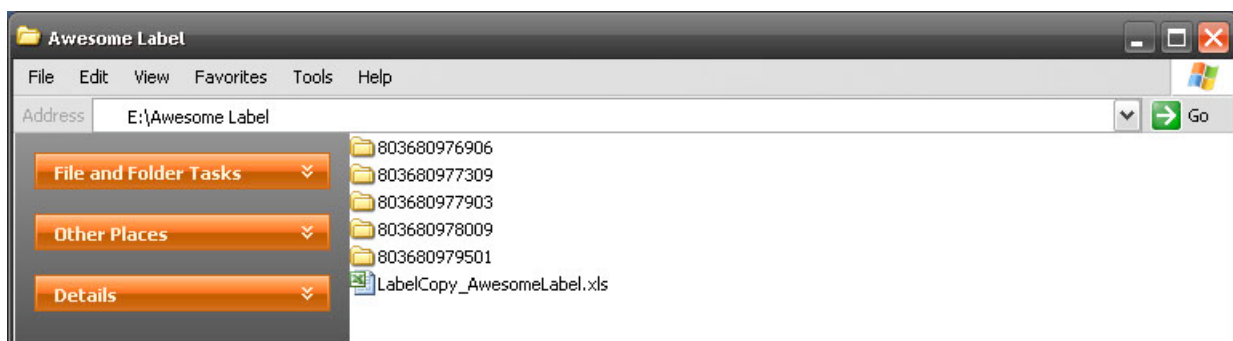
The Orchard UPC is something that we are going to generate when we receive the drive, unless you specify otherwise. If your assets are named as we previously discussed, we'll have no problem matching up your files to your new Orchard UPCs.

Once this spreadsheet is complete, save it as LabelCopy_YourLabelName_LabelID.xls and include it on the hard drive.

4.0 - Final Preparations for Delivery

To wrap things up, simply create a folder on your drive named after your label name or Label ID. Once that's done, *move everything into it*. This bundles all of your hard work into a neat package that we can instantly identify, ingest, and process for delivery to stores.

After that's done, we have something that looks like this:



Your hard drive is ready to send in to the mother ship!

4.1 - Hard Drive Checklist

- Is every audio and image file named to a convention like we discussed before?
- Is every release in a folder named by UPC or Catalog Number that contains audio and album art?
- Is your metadata spreadsheet properly filled out (and included on the hard drive)?
- Is all the audio on the drive under a master folder named after your label?

If you've met these criteria, we're all set!

4.2 - Shipping the Hard Drive

Once you have placed your drive in a box with carefully arranged packing material (we cannot be held responsible for drives damaged in transit), you will need to print the packing slip from the last page of this document and include it in your package.

If your drive has a power supply, include it. We can't use any drives that require a power supply but do not include one.

If you would like your drive returned, we will recoup a shipping and handling charge from your label account. The rates are \$15 USD for domestic addresses and \$30 USD for international addresses.

Our shipping address is:

The Orchard

ATTN: Label Hard Drive

23 East 4th Street

3rd Floor

New York, NY 10003

5.0 – Release Builder

That's it! You're done. For future releases, check out Release Builder in the Artist & Label Workstation. You'll be able to send releases directly to us through your browser for instant ingestion into our platform, with none of the hard drive mess!

If you have any questions about this guide, contact your label representative for assistance.

The Orchard Hard Drive Packing Slip

Fill in this form, print it, and ship your drive to us.

Shipping From / Return Address:

Shipping To:

The Orchard

ATTN: Label Hard Drive

23 East 4th Street

3rd Floor

New York, NY 10003

Label ID []

Enter your label ID here.

Date Shipped []

We use this date to track your hard drive's progress.

Return Hard Drive? YES [] NO []

If you would like your drive returned, we will recoup a shipping and handling charge from your label account. The rates are \$15 USD for domestic addresses and \$30 USD for international addresses.