

# ALTARS

## CONCLUSIONS

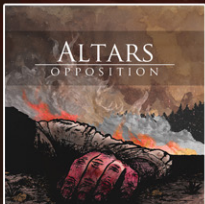
Altars formed in early 2010 with the drive to present forceful passionate, heavy, hardcore / metal. The focus on the intensely spiritual foundation of the band is displayed through hardworking ideals and DIY methods to share their creation with whomever they can, wherever they can. After releasing their debut EP "Opposition" in July of 2011 on Strike First Records, Altars are back with 12 tracks that make up one of the finest heavy albums of 2012 on "Conclusions". The creative songwriting and top notch production on "Conclusions" are sure to make a mark for Altars in the heavy music scene in 2012 and beyond.

### MARKETING POINTS:

- Appearing at Facedown Fest 2012 in Pomona, CA (April '12) .
- Appearing on Facedown's Summer '12 Free sampler download
- Cover artwork by Dave Quiggle (For Today, Atreyu, Sick Of It All).
- Print ad campaign to include Outburn, Hails + Horns, AP & more.
- Targeted Facebook ads schedule to run 4 weeks prior to and after album release.
- Thorough pre-release promotion through postcards, you tube videos, online graphics, and viral networking.
- Online features being scheduled with key metal and hardcore websites
- Strong promotion from the band and label on Facebook & Twitter with give-a-ways, contests and non-stop news blasts.
- Mass email + text blasts to Facedown Records subscription lists.

**FOR FANS OF:** The Ghost Inside, For Today, Comeback Kid

also available from Altars:



Title: **Opposition**  
UPC: 803847904223  
Cat # STF042-2  
Price Code: CD7  
Label: Strike First Records

### CONTACT:

Sales - Jason@facedownrecords.com  
Publicity - Shannon@facedownrecords.com



### TRACK LISTING:

1. Red Brick Army
2. Scum
3. The Coward
4. Portlen
5. Lower
6. Unknowing
7. Ryland
8. Montreal
9. Shepherds
10. Revelation
11. Realization
12. Conclusions

Artist: Altars  
Title: Conclusions  
Street Date: June 5, 2012  
Genre: Metal / Hardcore  
Configuration: CD  
Cat #: FCD115-2  
Price Code: CD12  
UPC: 803847111522  
Box Lot: 30  
Hometown: Colorado Springs, CO  
Label: Facedown Records



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ESTABLISHED 1997 - THANK YOU FOR HELPING US BRING QUALITY HEAVY MUSIC TO THE MASSES FOR 15 YEARS!