

NATIONAL P&P

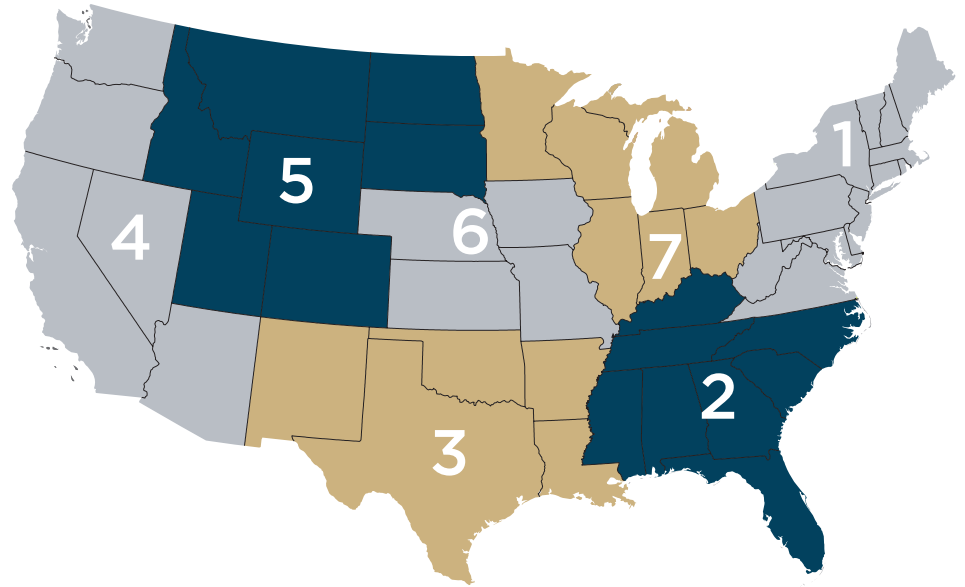
Our basic price and positioning program guarantees you out of bin positioning and sale pricing for the promotional period in ALL CIMS member stores. While this program does not have a specified required buy-in or an auto-shipment from AEC, stock is required for the promotion. This program can be booked by the week, making it a great option for brief promotions or as a supplement to one of our monthly programs in order to be sure you're covered on street date. "On Sale" bincards are provided to our stores to further highlight these titles and make displays more eye catching and attractive. Exact positioning varies store to store but some examples include endcaps, new release walls, over bin and waterfalls.

\$500 per week

REGIONAL P&P

Popping in a particular market? Rather focus on growth in specific regions? Or is your artist touring and you want to make sure product is positioned in Tour Markets? Regional P&P is for you. Budget friendly, this program allows you to pinpoint CIMS stores by Region and focus your promotional efforts in that area only. The program runs in two week increments and stock is required for the promotion. The title is sale priced and positioned out of bin during the promotional period with designated "On Sale" bincards. You have the option to choose from 7 different zones (Northeast, Southeast, South, Pacific West, West, Central Plains, and Midwest) all with their own unique indie record stores. Please refer to the map and the list to the right for each Zone and the indie stores that lie within them.

see pricing on right



Zone Breakdown

Zone 1 – 7 stores – \$225

Looney Tunes – West Babylon, NY
 Plan 9 – Richmond, VA
 Pure Pop – Burlington, VT
 Record Archive – Rochester, NY
 Darkside Records – Poughkeepsie, NY
 Tunes – Hoboken, NJ
 Tunes – Voorhees, NJ

Zone 2 – 7 stores – \$225

Central Square Records – Santa Rosa Beach, FL
 Oz Music – Tuscaloosa, AL
 Park Avenue CD – Orlando, FL
 Schoolkids – Raleigh, NC
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 T-Bones – Hattiesburg, MS
 Peaches – New Orleans, LA

Zone 3 – 2 stores – \$100

Cactus – Houston, TX
 Waterloo Records and Video – Austin, TX

Zone 4 – 9 stores – \$275

Easy Street Records – Seattle, WA
 Fingerprints – Long Beach, CA
 Lou's Records – Encinitas, CA
 Mad Platter – Riverside, CA
 Music Millennium – Portland, OR
 Rhino Records – Claremont, CA
 Salzer's Records – Ventura, CA
 Streetlight Records – San Jose, CA & Santa Cruz, CA

Zone 5 – 4 stores – \$150

The Record Exchange – Boise, ID
 Rockin' Rudy's – Missoula, MT
 The Long Ear – Coeur d'Alene, ID
 Twist & Shout – Denver, CO

Zone 6 – 3 stores – \$125

Euclid – St. Louis, MO
 Homer's – Omaha, NE
 Vinyl Renaissance – Overland Park, KS

Zone 7 – 10 stores – \$300

The Electric Fetus – Minneapolis, MN & Duluth, MN
 Indy CD & Vinyl – Indianapolis, IN
 Magnolia Thunderpussy – Columbus, OH
 Strictly Discs – Madison, WI
 Dearborn Music – Dearborn, MI
 Wooden Nickel – Fort Wayne, IN
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 Omega Music – Dayton, OH

*No promos are required on P&P programs

SECOND-MONTH OPTION

Did you know you have the ability to extend your promotion in CIMS when booking one of our booth based Marketing programs?! When you book In the Groove, Headbanger's Wall, Homegrown, Now Hear This, Recommends or Handpicked you can extend your marketing into the following month with P&P at a greatly reduced rate. Supplemental National P&P is available for \$125 per week (\$500 per month) when booked in combo with one of the above programs. You can also use supplemental P&P to cover yourself for street date prior to the start of a booth based program. Additionally, if you'd like to extend your booth based program into the next month we can offer a 20% discount on the subsequent month. Booking multiple months ensures maximum sell through on your titles and is a great option for albums with a long lifespan or albums that just need a little more time to build.