

ON SELLING FRONTLINE RETAIL MUSIC

WHAT IS FRONT LINE RETAIL?

Soundline and you are in the promotional business. Not all products are created to be ad specialties by design and price.

Front line means the most popular CDs selling in music stores right now. They have retail prices of \$15 and more. People can find them on-line at Amazon and in stores such as Best Buy. Many big stores cut retail prices.

When your client wants a front line CD, Soundline is your source. We act as a wholesaler for most every major record label. Virtually any CD found in stores is available through you.

HOW ABOUT DVDs—MOVIES, ETC.?

DVDs are very much like CDs. We can be your source for that product, as well. Often stock on DVDs (if not current) is hard to locate. More time may be required.

SAMPLES

We do not stock samples of front line retail. While it sounds somewhat ridiculous, our sample room is every record store and Amazon.com, etc. (therefore, we cannot supply samples of front line product). There, your client can find a CD of interest and simply tell you the title, performer and record label, if that is known. From this information, we do our search and pricing.

PRICE

Music retailers work on a margin of 35% - 40%. Many of them discount to smaller margins. With

retail as a guide, there is virtually no room for traditional specialty margins. At best, you can get 10-20% on top of the prices we give you. This type of music is sold more as a customer accommodation than a real profit center. Please allow approximately 24 hours to get the best pricing to you. While we are both in the promotional business and understand "speed", retail record labels do not.

Our value added service is a key reason why your client would buy from you and not direct on line. Services include opening the retail package. From there we can repackage in many different ways. We can decorate the surface of the disc, usually in one spot color in the best area we find. We can put a high quality digital label on the face and cover the original design to match the client's graphic needs. We can custom print new covers and tray liners and repackage it all.

It gives you the competitive edge over your client buying on line and it increases sales and profits.

Because we are acting as a special sales wholesaler for these products, there are terms and conditions that must be accepted by you and the client before the order can be placed.

Once the order is placed it cannot be canceled, it cannot be re-

turned. The only exception is for damaged or defective merchandise claimed immediately upon receipt from the carrier. These are not our requirements but those of the music publishers such as SONY, EMI, etc.

Payment terms must be established. Often pro-forma or credit card guarantees are required. This is done for our protection and is suggested for you, as well.

PAYMENT

Generally, we ask for payment "up front" due to the very slim margins we work on. We suggest you do as well.



Spec Sample

FREE

SOUNDLINE UPIC 1 SOUNDLN ASI 88241

Attach this coupon to your art and we would be happy to make a sample to help you close your sale. Send art or logo to Sm@rt.specs.art@soundline.com

Key Questions To Qualify Your Client

1. When do you need the product?
2. Do you need any added services such as repackaging, a logo on the case or CD?
3. Do you realize that there isn't much of a discount offered on "front line" product?
4. Will you accept cover editions such as "A Tribute To The Beatles" instead of the Beatles?
5. Can you agree to the special terms we have for merchandise like this, including non-cancelable?

Key Benefits Of Music & CDs

- Music makes people feel good. Happy people are simply more productive and more likely to continue a relationship with you.
- Your target group will be impressed by your generosity thinking you spent more on them because the product has a high perceived value.
- The odds are tremendous that your CD is not the same as any other CD the target has. This means your product is going to be used and valued as opposed to "another" hat, mug etc.
- A CD is light and condensed. You can save money on distribution and fulfillment, hence leaving more to budget for the actual product.
- A CD can carry more than music. A CD may be offered for enjoyment, but can carry a potent yet sublime business message in a CDROM portion.
- CD packaging offers ample surface to present all the salient details of the product, event or service .

Advantages of Using Soundline

- Soundline has complete in house printing, decorating and packaging facilities
- Since 1986, Soundline has built this category of promotional products. Award winning service and creativity continue our leadership.
- Soundline is a family business where every order is "taken home". We see the order through and guarantee satisfaction
- Soundline is the creative leader bringing you the ideas and samples you need to create a sale

GLOSSARY OF TECH TERMS

CD

The Compact Disc was developed by Philips and Sony, and was first implemented commercially for storing digital audio data (CD-Digital Audio). The CD is made up of a polycarbonate substrate, a thin reflective metallic layer (the mirror-like is aluminum), and a lacquer coating.

CD-Digital Audio

Philips and Sony developed the necessary technology for storing digital audio signals on a Compact Disc, and introduced the CD-Digital Audio (1982). CD-Digital Audio was implemented to hold about 72 minutes of audio data

CD-Recordable

CD-Recordable technology allows production of CD-ROMs on the desktop ('one-offs'). It requires a PC, a CD-R recorder or drive, appropriate software, and 'recordable' media. CDRs are pre-grooved, in 63 or 74 minute capacities.

CD-ROM

The Compact Disc-Read Only Memory is the standard 12cm CD formatted according to the ISO 9660. Although the physical characteristics and track structure of a CD-ROM are the same as that of CD-Audio, a CD-ROM is used to store computer data (text, graphics).

DVD

It is used to mean Digital Video Disc, Digital Versatile Disc, or just DVD compatible, and other features. DVDs physical specifications include double-layer and double-sided DVDs. This product must have a DVD reader either stand alone or within a computer. Mastering requires special equipment and handling

Enhanced-CD

A CD-Audio that includes data and/or graphics in Track 1--addressing most of the problems of the Mixed-mode disc. There are variations of the Enhanced CD (CD-Extra or CD-Plus, Hidden Track, etc.), Windows 95 and later editions support enhanced CD reading.

Glass Master

This product of the mastering process involves a large glass disc, duly prepared and coated with a recording layer. After recording, the glass master goes through a special chemical process and is then metallized. It is submitted to electroforming, to produce the metallic master--which is necessary for producing the stampers for the injection molding machines making a CD and related product

Hub

This is the area about the central hole of the optical disc-- it is also called clamping area..

Label

CD-ROM, and other optical discs, are usually labeled on the 'back' side. The label is usually silk screen in up to 5 colors but can be a pressure sensitive label if the quantity requirements are less than minimum.