



Unique. Passionate. Local.



MARKETING OPPORTUNITIES

CIMS STORES HAVE A VALUABLE

attribute that most chain stores do not -- a strong repeat business based on relationships built over time between each store and its customers. Many of our stores have been mainstays in their communities for 20, 30, even 40+ years. In our world of overabundance and sensory overload, indie stores have proudly assumed the position of tastemaker for our customers. Booking a CIMS Marketing program allows you to tap into the bond between store and customer, truly setting your titles apart from the rest of the pack.

Our marketing now features even more value with the addition of several digital marketing components - social media posts, Spotify playlists and featured placement on CIMS stores' webstores are just a few of the ways we've expanded our CIMS Marketing Programs. Vinyl is also now a required buy-in for most of our programs, more accurately reflecting sales and current market demand.

Please contact Liz Boger to book Marketing Programs:

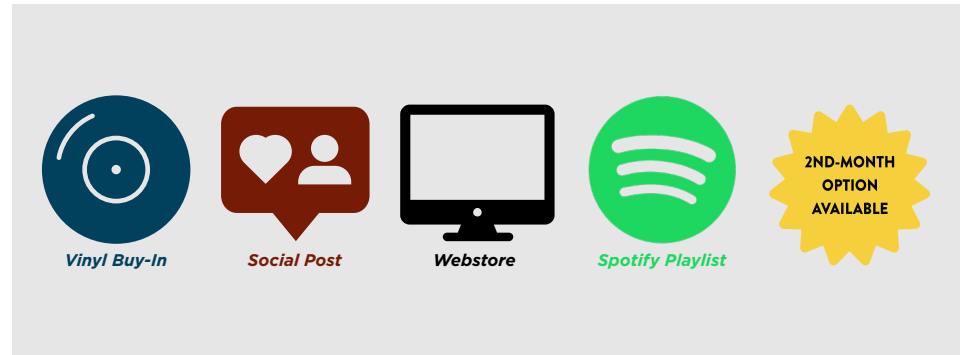
liz@cimsmusic.com | 205-595-1932 x202

Check out our Flickr to view pictures of our Marketing Programs in CIMS member stores:

[flickr.com/photos/cimspics](https://www.flickr.com/photos/cimspics)

You can also find us on socials:

Instagram @cimsmusic and Facebook @cimsstores or search the #cimsmusic hashtag on Instagram, Facebook or Twitter.



A FEW NOTES

Required vinyl buy-ins are included in most all of our marketing programs. In the Groove (with the exception of ITG Copper Level), CIMS Recommended, CIMS Handpicked and Headbanger's Wall programs all include a vinyl plus CD buy-in at all CIMS stores. Programs with vinyl buy-ins are annotated with a vinyl icon.

Weekly New Release social media posts on Instagram and Facebook have been added to most all of our programs as part of our digital marketing efforts. A custom image with album artwork is created weekly by CIMS HQ and distributed to CIMS stores to share on their social networks. These new release images are posted every new release Friday and exclusively feature CIMS Marketing program titles. Programs featuring the social media post are annotated with a social icon.

CIMS Marketing Program titles are featured prominently on the homepage of CIMS member's webstores in their own section titled "What's New" to correspond with the weekly New Release social media post as well as the Spotify playlist of the same name. Stores can now link directly from their social media post to their webstore

where customers can purchase product - seamlessly connecting all the dots directly from promotion to purchase. Programs with this feature are annotated with a webstore icon.

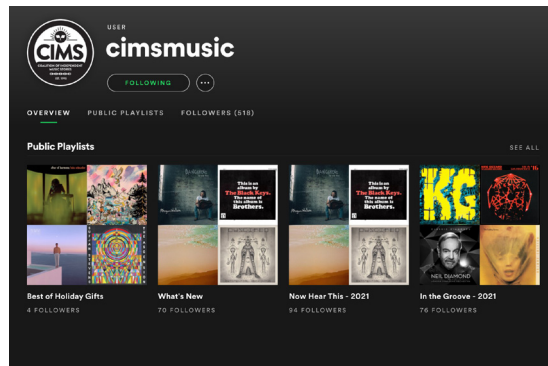
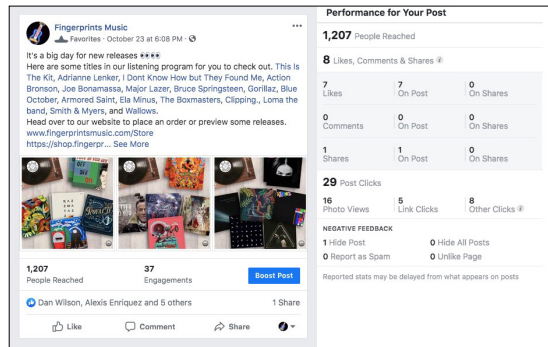
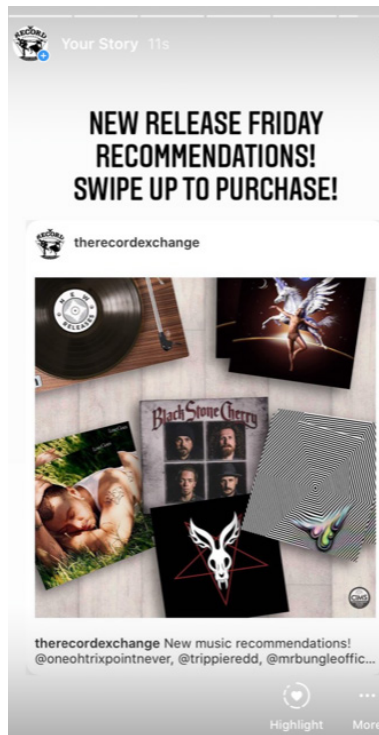
A CIMS Spotify "What's New" playlist has been created to correspond with our weekly new release social media posts and What's New feature on our store's individual webstores. The playlist is embedded into the What's New section of the webstore. This playlist comprises feature tracks from all new releases in our CIMS programs each month. We also have separate Spotify playlists for our In the Groove, Headbanger's Wall and Now Hear This programs that are shared via social media by CIMS stores. Programs with a Spotify playlist option are annotated with a Spotify icon.

We offer a 2nd month option to extend your promotion for more than just the standard month. You can choose to do P&P at a greatly discounted rate OR you can extend the full program in to the second month at a reduced rate and reduced buy-in. Programs with this option are annotated with a 2nd month starburst.

***There is a \$110 promo shipping fee per title on all programs unless otherwise noted.**

IN THE GROOVE

In the Groove is the cornerstone of our Marketing efforts with multiple ways to customize it to fit your needs. It encompasses listening stations in stores, Spotify playlists online, prominent price and positioning both in store and on webstores, social media features by our CIMS stores and auto-fulfilled buy-ins in both vinyl and CD formats for peace of mind. Booking a title in our In the Groove program gets you covered at Independent Record Stores nationwide and at multiple price options there truly is a fit for every album and budget.



FEATURES

PLATINUM

One month of promotion in ALL CIMS Member Stores

In store Listening Booth feature

CD + Vinyl required buy-ins auto-shipped to member stores

Release week social media feature post by CIMS member stores

What's New feature on CIMS webstores

Program link on our Now Hear This email

Sale priced and positioned in stores with program branded bincards

Feature Track included in our What's New Spotify playlist

Mid-month option available (runs 15th to the 15th of each month)

\$2283
4 cd / 5 vinyl buy-in

CHROME *Split Street Date CD/LP Promotion*

TWO month promotion in ALL CIMS Member Stores

Month one features CD street date and month two features LP street date

CD + Vinyl required buy-ins auto shipped to member stores in each month of release

Release week social media feature post by CIMS member stores for BOTH CD and Vinyl street dates

In store Listening Booth feature

What's New feature on CIMS webstores

Program link on our Now Hear This email

Sale priced and positioned in stores

Feature Track included in our What's New Spotify Playlist

Mid-month option available (runs 15th to the 15th of each month)

\$1771
3 cd / 3 vinyl buy-in

GOLD

includes above mentioned features, social media digital marketing, auto fulfilled buy-ins from AEC and mid-month options are available

\$1656
3 cd / 3 vinyl buy-in

SILVER

includes above mentioned features, social media digital marketing, auto fulfilled buy-ins from AEC and mid-month options are available

\$1333
3 cd / 2 vinyl buy-in

COPPER *limited CD ONLY buy-in*

includes above mentioned features, social media digital marketing, auto fulfilled buy-ins from AEC and mid-month options are available

\$865
3 cd buy-in



Webstore



Social Post



Vinyl Buy-In



Spotify Playlist



2ND-MONTH OPTION AVAILABLE

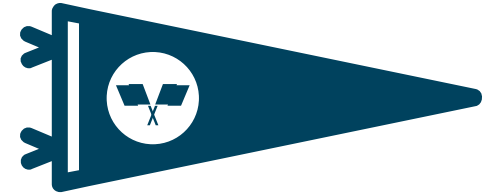
CIMS RECOMMENDED

CIMS Recommended is our top tier program - Given the number of CD's bought solely based on employee recommendations at CIMS stores, this program is priceless. Large, creative displays are installed in prominent locations within each CIMS member store and the title is sale priced throughout the promotion. Stores recommend your album to their customers through social media posts, email blasts, and their webstores to further promote Recommended titles and a track from the album is featured on our What's New Spotify playlist as well as daily in-store play in all of our stores. Additionally, when you book the Recommended program you'll receive a slot in CIMS' In the Groove listening booth program at the Platinum level and you'll also receive 4 weeks of P&P post-ITG program, rounding out a full 2 months of promotion. It's truly the best bang for your buck that we offer.



CIMS HANDPICKED

Love everything about our Recommended program, but short on funds? We took a lot of what you love about the Recommended program and scaled it down to a more budget friendly option. With Handpicked you'll get the social media promotion, the email blast, the webstore exposure and, most importantly, you'll also get the store's endorsement to their customers. Handpicked titles earn a slot in our In the Groove program, but at the Silver level (4 units per store of CD and 1 unit of vinyl per store). Additionally, Handpicked titles get prominent online and in-store positioning, large displays, inclusion in our What's New Spotify playlist and daily in-store play. You'll also receive 2 weeks of P&P post promotion to cover your title for a total of 6 weeks of promotion.



This program is a wonderful value for anyone looking for big impact on a tight budget.

FEATURES

- Large, prominent poster displays in stores
- Sale pricing and priority positioning for 2 months
- Inclusion in our In the Groove program with Platinum level buy-in (5 units of CDs and 4 units of vinyl per store, autoshipped from AEC)
- Release week social media feature post by CIMS member stores
- Instagram/Facebook story featuring album
- What's New feature on CIMS webstores
- Feature track included in our What's New Spotify playlist

- Product is stickered and branded as Recommended
- Bincards designating the release as a Recommends title
- Mandatory daily instore play
- Featured review + album artwork in our Now Hear This email
- Mid-month option available (runs 15th to the 15th of each month)
- Required Flickr image of promotion in every CIMS Store

FEATURES

- Large, prominent poster displays at all stores
- Sale pricing and priority positioning for 6 weeks
- Inclusion in our In the Groove program with Silver level buy-in (4 units of CD, 1 unit of vinyl per store, autoshipped from AEC)
- Release week social media feature post by CIMS member stores
- Instagram/Facebook story featuring album
- What's New feature on CIMS webstores
- Feature track included in our What's New Spotify playlist

- Bincards designating the release as a Handpicked title
- Instore play
- Featured review + album artwork in our Now Hear This email
- Email/Webstore/Social Media "call outs" by CIMS member stores
- Mid-month option available (runs 15th to the 15th of each month)
- Required Flickr image of promotion in every CIMS store



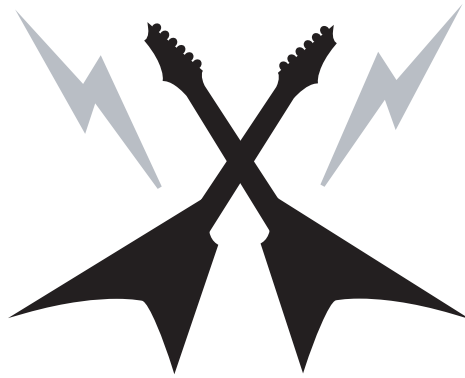
\$5000
4 cd / 5 vinyl buy-in
4 weeks of P & P
+add'l \$250 for poster & promo shipping



\$2500
3 cd / 2 vinyl buy-in
2 weeks of P & P
+add'l \$250 for poster & promo shipping

HEADBANGER'S WALL

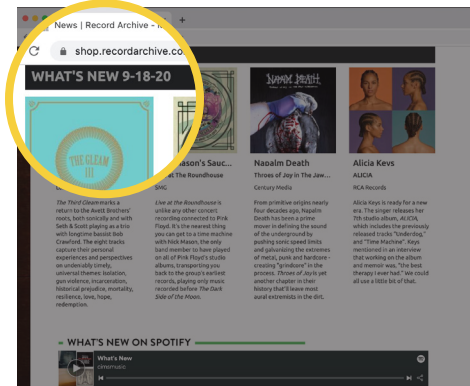
Headbanger's Wall caters to our Metal/Hardcore/Punk/Glam/Goth fans out there. The Metal genre as a whole has proven to be a VERY physical genre and our stores are where these devoted fans come to shop. New for 2020, the Headbanger's Wall program now includes a vinyl buy-in in addition to it's CD buy-in. For maximum impact on all your metal genre titles, Headbanger's Wall is for you.



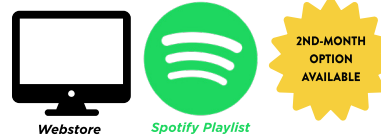
FEATURES

- One month of promotion in ALL CIMS Member Stores
- In store Listening Booth feature
- CD + Vinyl required buy-ins auto-shipped to member stores
- Release week social media feature post by CIMS member stores
- What's New feature on CIMS webstores
- Program link on our Now Hear This email

Sale priced and positioned in stores with program branded bincards
 Feature Track included in our What's New Spotify playlist



\$1342
4 cd / 1 vinyl buy-in



\$650
2 unit CD buy-in

NOW HEAR THIS

Each month Now Hear This features titles in a specially branded e-mail blast created by CIMS HQ that is distributed to all CIMS stores. Each store then sends to the email to their own individual email blast list (well over 150K opt-in subscribers). The email features custom reviews of each album along with artwork and a link to "Listen Now!" to a Now Hear This Spotify playlist featuring one track (chosen by the label) from each NHT title. The Spotify playlist can be followed and shared directly from Spotify. Participating titles will be sale priced and branded in the stores as well with Now Hear This bincards. Additionally, CIMS stores will automatically receive 2 units of each title from AEC auto-fulfilled each month.



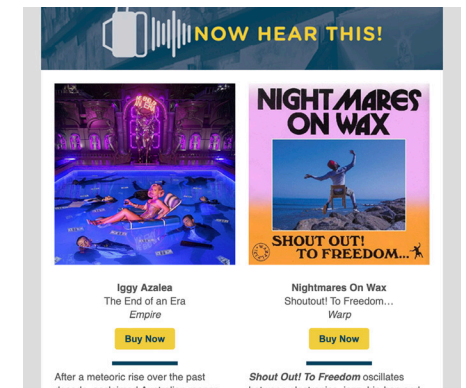
The Now Hear This email will also feature our Recommends and Handpicked titles as well as a click-through to In the Groove and Headbanger's Wall program titles.

FEATURES

- One month of promotion in all CIMS member stores
- Specially branded email sent to each store's individual email list
- Each NHT title is featured with artwork and a custom written review
- Spotify "Listen Here" link on the email featuring one track from each NHT title
- Auto-fulfilled buy-ins from AEC
- Buy Buttons with links to purchase directly from the email

Titles positioned in stores with Now Hear This bincards

Sale pricing for the promotional period



NATIONAL P&P

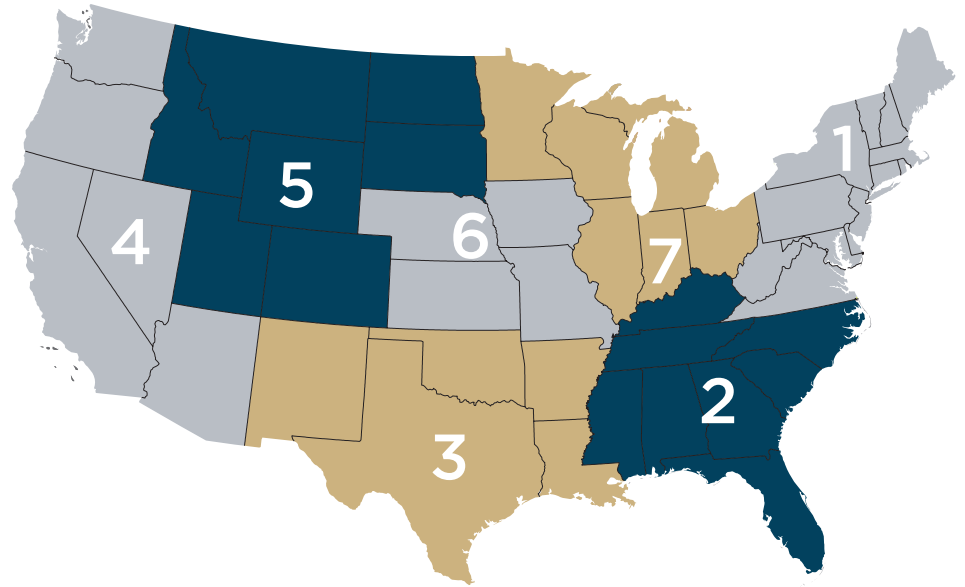
Our basic price and positioning program guarantees you out of bin positioning and sale pricing for the promotional period in ALL CIMS member stores. While this program does not have a specified required buy-in or an auto-shipment from AEC, stock is required for the promotion. This program can be booked 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 & 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 – 6 stores – \$200

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

Zone 2 – 6 stores – \$200

Central Square Records – Santa Rosa Beach, FL
 Park Avenue CD – Orlando, FL
 Rust & Wax – West Palm Beach, FL
 Schoolkids – Raleigh, NC
 Schoolkids – Raleigh, NC
 T-Bones – Hattiesburg, MS

Zone 3 – 3 stores – \$125

Cactus – Houston, TX
 Curious Collections – Bryan, TX
 Waterloo Records and Video – Austin, TX

Zone 4 – 7 stores – \$225

Easy Street Records – Seattle, WA
 Fingerprints – Long Beach, CA
 Lou's Records – Encinitas, CA
 Music Millennium – Portland, OR
 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 – 2 stores – \$100

Euclid – St. Louis, MO
 Homer's – Omaha, NE

Zone 7 – 10 stores – \$300

The Electric Fetus – Minneapolis, MN
 Indy CD & Vinyl – Indianapolis, IN
 Magnolia Thunderpussy – Columbus, OH
 Strictly Discs – Madison, WI
 Dearborn Music – Dearborn, MI
 Dearborn Music – Farmington, MI
 Wooden Nickel – Fort Wayne, IN
 Wooden Nickel – Fort Wayne, IN
 Wooden Nickel – Fort Wayne, IN
 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, Head-banger's Wall, 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 supplement 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.

CIMS PROGRAM PARTICIPANTS

Member Company	# Stores	Rec	Hand	ITG	HBW	NHT	P&P
Cactus	1	1	1	1	1	1	1
Central Square	1	1	1	1	1	1	1
Curuios Collections	1	1	1	1	1	1	1
Darkside Records	1	1	1	1	1	1	1
Dearborn Music	2	2	2	2	2	2	2
Easy Street	1	1	1	1	0	1	1
Electric Fetus	1	1	1	1	1	1	1
Euclid Records	1	1	1	1	1	1	1
Fingerprints	1	1	1	1	1	1	1
Homer's	1	1	1	1	1	1	1
Indy CD & Vinyl	1	1	1	1	1	1	1
Looney Tunes	1	1	1	1	1	1	1
Lou's Records	1	1	1	1	1	1	1
Magnolia Thunderpussy	1	1	1	1	1	1	1
Music Millennium	1	1	1	1	1	1	1
Omega Music	1	1	1	1	1	1	1
Park Avenue CD	1	1	1	1	1	1	1
Plan 9	1	1	1	1	1	1	1
Pure Pop	1	1	1	1	1	1	1
Record Archive	1	1	1	1	1	1	1
Record Exchange	1	1	1	1	1	1	1
Rockin' Rudy's	1	1	1	1	0	1	1
Rust & Wax	1	1	1	1	1	1	1
Salzer's	1	1	1	1	1	1	1
Schoolkids	2	2	2	2	2	2	2
Streetlight	2	2	2	2	2	2	2
Strictly Discs	1	1	1	1	1	1	1
T-Bone's Records	1	1	1	1	1	1	1
The Long Ear	1	1	1	1	0	1	1
Tunes	1	1	1	1	1	1	1
Twist and Shout	1	1	1	1	1	1	1
Waterloo Records and Video	1	1	1	1	1	1	1
Wooden Nickel	3	3	3	3	3	3	3
TOTAL NUMBER	38	38	38	38	35	38	38

*All Accounts Participating