



CMJ CERTAIN DAMAGE

For 14 years, Certain Damage was CMJ's highly regarded compact disc series for industry professionals, featuring a diverse selection of the best new music from talented newcomers and established artists alike.

Certain Damage will be re-introduced in March 2002 and accompany issue 754 of the CMJ New Music Report.

While maintaining the CMJ tradition of showcasing the best new music, the new Certain Damage differs from its predecessor in many ways.

- ★ The new Certain Damage will be distributed every 6 weeks with CMJ New Music Report, placing the best new music directly into the hands of our subscribers: CMJ's influential radio panel, colleagues throughout the music industry and, with the recent launch of CMJ Retail, Certain Damage will raise awareness and impact the most important retailers, distributors and one-stops in the nation.
- ★ The new Certain Damage is a critical tool to supplement artist development campaigns. By providing one convenient vehicle to reach college and other trend-setting radio as well as independent and the best major retail, you'll hit everyone responsible for making sure your music is heard – and sold.
- ★ The new Certain Damage will also include multi-media tracks in order to offer more opportunities to promote your artists by delivering multi-media presentations, EPKs, Videos, Micro-Web sites, Games or product demonstrations directly into the hands of influential music tastemakers including:
 1. Radio programmers discovering labels and artists for airplay, including those that may not ordinarily reach their station.
 2. Music retailers, distributors and one-stops getting a jump on placing orders for new releases.
 3. Record companies, managers and booking agents promoting their artists and auditioning new talent for potential signings and tour dates



TIMING

Certain Damage will re-launch with Volume #121 with the March 18, 2002 issue of CMJ New Music Report (Issue #754).

RADIO VS. RETAIL DIFFERENTIATION

Frequently, radio and retail (and therefore label promotion and sales departments) have different needs in a CD sampler. Sometimes the songs/albums/artists that the music industry wants to promote to radio programmers are not yet available at retail. And conversely, although advance tracks serve the purpose of educating and creating buzz, retailers would often prefer to play music from CD's that are currently available for sale in their stores. In addition, the labels' choice of tracks or artists may vary depending on whether the intended audience is retail or radio. In recognition of this, each edition of Certain Damage will come with two disks. One will serve primarily as a Radio Sampler and the other will be presented as an In-store Play CD.

TRACKS

Each Certain Damage volume will have a minimum of 10 tracks per CD.

EDITORIAL INVOLVEMENT

All tracks and materials submitted for inclusion on Certain Damage are subject to review by the CMJ New Music Report editorial staff.

PRICING

1. Insertion is \$2,000 per track (up to 5 minutes in total running time).
 2. Insertions come with a free 1/2 page 4-color ad in NMR (issue and placement cannot be guaranteed and are provided space permitting – run of book).
 3. Special Offer: Put one track on each disk with one half-page ad for only \$3,000.
 4. Inserted tracks will also receive airplay on Radio CMJ, and at the label's discretion will be offered as a free download to CMJ's industry constituency.
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DISTRIBUTION

Certain Damage will be distributed to all CMJ New Music Report subscribers; commercial specialty show directors as well as approximately 500 handpicked music retailers for in-store play purposes.

PRODUCTION SCHEDULE

CERTAIN DAMAGE NO.	NMR ISSUE NO.	MATERIALS DEADLINE	SHIP DATE	COVER DATE
121	754	15-Feb-02	11-Mar-02	18-Mar-02
122	760	29-Mar-02	22-Apr-02	29-Apr-02
123	766	10-May-02	3-Jun-02	10-Jun-02
124	772	21-Jun-02	15-Jul-02	22-Jul-02
125	778	2-Aug-02	26-Aug-02	2-Sep-02
★126	786	27-Sep-02	21-Oct-02	28-Oct-02
127	790	28-Oct-02	18-Nov-02	25-Nov-02

★ CMJ MUSIC MARATHON EDITION

Certain Damage Vol.126 is the special CMJ Music Marathon edition and gets inserted into each registration bag (going to approximately 10,000 tastemakers, musicians and key contacts in the music industry). The Marathon Edition of Certain Damage will also include a multi-media feature offering free access to the CMJ Online Industry Directory.

PRICING

1. Insertion is \$3,000 per track (up to 5 minutes in total running time).
2. Special Offer: Put one track on each disk with one half-page ad in the CMJ Music Marathon festival guide for only \$5,000.

SIGN ME UP

For more information on getting your music out to CMJ's influential panel of radio, retail and industry tastemakers, contact your CMJ sales representative or email sales@cmj.com.