

FULL EXPOSURE

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CMJ CERTAIN DAMAGE

RADIO/IN-STORE PLAY CD

Expose your deserving artist (newcomer or established) to 4,000 of CMJ's tastemaker constituency including its influential radio panel and the most important retailers, distributors and one-stops in the nation.

Certain Damage is a critical tool to supplement artist development campaigns, offering important exposure that helps ensure that your music is both heard... and sold.

Certain Damage goes beyond the music. In addition to placing your latest tracks, you can promote your artist with multi-media presentations, EPKs, Videos, Micro-Web sites, Screensavers or other interactive elements.

BOOKING NOW: Deadline – June 21 / Hits The Street – July 22

EXTRA EXPOSURE:

- * Music appearing on Certain Damage Vol. #124 will also be programmed on Radio CMJ which reaches a potential audience of 40 million listeners via Spinner.com and AOL Ver.7
- * Free interactive ad (including album cover, song-title, contact information and hyperlink) on the Certain Damage splash page and on cmj.com.
- * Free 1/2 page 4 color ad in CMJ New Music Report.
- * Each audio track includes a free 10-15 second voice introduction to plug your artist.
- * Music appearing on Certain Damage will also be featured on CMJ Music On Hold.
- * Artists featured on Certain Damage volumes, will be featured in a promotional ad in CMJ New Music Report (artist information must be received before June 7th to be featured).

To give your artist Full Exposure, call your favorite CMJ contact at 917.606.1908 or email: sales@cmj.com