

Artist Development Associates, Inc.

• 47 Mellen Street, Framingham, MA 01702 • **V** (508)820-8738 • **F** (508)820-7920 • **E** www.artistdevelopment.com

Artist Name: _____ Project Title: _____
Company: _____ Contact Name: _____
Address: _____ City: _____ ST _____ Zip _____
Daytime Phone: _____ Alt: _____ Fax: _____ E-mail: _____

It's a good idea to send this form in before you start manufacturing your CD's. By answering a few questions, you can make it a lot easier for us to customize a promotion to your needs. Keep in mind that you will need additional promotional CD's if you choose to work your release. A promotional CD usually has no shrinkwrap and the barcode is punched so that it can not be "returned" to a retail store. For national promotion you will need a minimum of 500 promotional CD's. For regional you will need a minimum of 150. ADA can "promo" your CD's for just .05¢ each if you order them with your duplication job.

FULL SCALE RADIO PROMOTION

We have many full-scale and DIY packages available to suit your individual promotional needs. Full-scale promotional packages are subject to agent review and approval, as it is crucial that your radio promoter feel 100% comfortable championing your music! You will need to submit a copy of your release for consideration. A pre-release demo is fine as long as it close to the final product. Send this sheet and your release to the above address c/o RADIO PROMOTION.

General description of your music: _____

Type of Music: Pop Rock Jam Band Singer/Songwriter AAA Folk Jazz OTHER _____

Type of promotion: Regional National

What are you trying to achieve from this promotion:

Regional Exposure National Exposure Fan Building Charting Nationally

OTHER _____

Are you interested and willing to do:

Ticket Giveaways Interviews Free Promotional Concerts Product Giveaways

When will the CD manufacturing be complete?(When will you have the CD's in hand?) _____

When will the CD release party be? _____ Where? _____

Do you have a tour booked? no yes (Please attach schedule)

Have there been any previous releases by you or your band that have been promoted to radio? no yes

if "yes" what recordings: _____

D.I.Y. DO IT YOURSELF RADIO PROMOTION

DIY packages are a self help alternative to full-scale promotion with a little help from us! Our DIY packages give you the hard to get info, updated and at your fingertips. We even check CMJ's listings for weekly stations reporting your CD in their top 30 and forward you a report so you can track your efforts.

General description of your music: _____

Type of Music: Pop Rock Jam Band Singer/Songwriter AAA Folk Jazz OTHER _____

Type of promotion: Regional \$600 National \$1500

NOTE: DIY PROMOTION REQUIRES PRE-PAYMENT. PLEASE ENCLOSE PAYMENT WITH REQUEST.

ADA MAILING SERVICES

Whether you choose the Full Scale or DIY promotion we can mail your CDs ASAP upon arrival at our dock.

This gets the promotion moving while you concentrate on more important aspects of your career.

Includes: Postage, padded envelope, packaging, labeling and insertion of supplied cover sheet.

If you duplicate at ADA \$2.50ea number of discs _____ = \$ _____

If you supply the CDs \$3.00ea number of discs _____ = \$ _____