



**CD of the Month** - This is an excellent validation by us to the music community about the quality of the CD and serves as a superb promotional vehicle for the artist. As part of the promotion, we offer the CD for sale to our readers at a special price (typically \$11.99 US, \$14.99 Non US) with free shipping. Fulfillment is handled by the artist or record company and the artist or record company RECEIVES ALL SALES PROCEEDS (after a \$1 per CD Pay Pal charge). We typically sell 20-100 CDs in a promotion (we guarantee a minimum of 20 sold).

**Listening Room** - We can work with an artist/record company to create a special Listening Room page that will play 60-120 second clips of all the songs from the artist's album and also has information on the artist and a "Buy" link to Amazon or another external store. This is a good promotion for any new or established artist who is focused on people hearing the album to draw them into a future purchase of the disc.

**Listen and Vote** - This is a special promotion where we work with the artist/record company to choose three songs from the album and have our readers listen to 2-3 minute clips and then vote on which they like the best. Is a strong interactive way to get the artist in front of our readers and also provides good market feedback, particularly when the artist/record company is in the process of selecting which songs to push to radio.

**CD Giveaway** - An oldie but a goodie. We will run a CD giveaway for an artist where 10 of our readers will win a free copy of the CD, to be sent (and autographed where possible) by the artist. This promotion is quite popular and tends to work better for more established artists.

**All of these promotions include:**

- One month of banner ads, either pointing to the promotional page (Listening Room, Listen and Vote) or to an external e-commerce site (CD Giveaway) or part of the month to each (Listening Station, Listen and Vote). Expect approx. 250,000 ad impressions.
- At least five days as the featured artist on TMOTTGoGo's front page.
- A dedicated email blast to our entire email list (approx. 35,000 opt-in readers).