

CMJ25 NYC05

MUSIC MARATHON
AT LINCOLN CENTER
SEPTEMBER 14-17



RATE CARD

At CMJ Music Marathon 2005 more than 90,000 music industry professionals, artists and music enthusiasts converge on New York City to celebrate today's music and chart its future course.

CMJ Music Marathon is four days and nights of music, networking, featured speakers, and more than 50 discussion sessions on the state of today's music industry. It is the place where the challenges of today's volatile music business are inspected and dissected and where critical issues and strategies are debated and explored. Topics include A&R, retail, digital rights, radio promotion, artist management, technology, webcasting, Internet sales and distribution, college radio, independent labels, film soundtracks and more.

At night, CMJ Music Marathon registrants enjoy hundreds of live performances in over 50 of New York City's greatest live music venues.

CMJ FilmFest features film debuts and advance screenings from the most innovative and dynamic new filmmakers, spotlighting films where music plays a starring role.

CMJ Music Marathon 2005 takes place September 14-17 at New York City's Lincoln Center, the worldwide nexus of creative arts.

CMJ Music Marathon offers numerous opportunities for your company or organization to showcase its products, services and artists to the professionals who will shape the future of music and entertainment and the fans who will devour it. Special custom and discount packages are available. For more information, contact the CMJ Sales Department at 917-606-1908 x228 or at gkiser@cmj.com.



SPONSORSHIP OPPORTUNITIES

Customized sponsorship packages are available for the following:

CMJ Music Marathon Clubs: Sponsor the music industry's most influential music festival, featuring hundreds of live performances at 50 venues throughout New York City.



The Gala 25th Anniversary Party and Concert at Lincoln Center

CMJ FilmFest: Film debuts and advance screenings from the most innovative and dynamic new filmmakers.

CMJ First Night

CMJ Closing Night Party

CMJ FilmFest Opening Night Party: The official FilmFest welcome celebration.

CMJ FilmFest Closing Night Awards Ceremony: CMJ FilmFest's official closing party featuring the awards ceremony honoring CMJ FilmFest 2005's best films.

CMJ Showcases at Lincoln Center: Daytime performances at CMJ Music Marathon headquarters.

CMJ Fashion Show at Lincoln Center

CMJ College Day Breakfast, Lunch or Meet & Greet Party

CMJ Registration Bag: The CMJ registration bag, emblazoned with your logo and distributed to all attendees, is filled with music and more.

CMJ Lanyard: Your logo and message around the necks of all registrants!

CMJ Lanyard Attachments (non-exclusive sponsorship): Highlight your company logo/product/event with an attachment to the CMJ lanyard.

CMJ Happy Hour: Spotlight your company with a cocktail party for CMJ attendees.

CMJ Newsstand: Our custom-built magazine distribution center featuring dozens of CMJ affiliate publications, free-for-the-taking by CMJ registrants.

CMJ Musicians' Clinics: Instructional sessions by accomplished musicians

ADDITIONAL PROMOTIONAL OPPORTUNITIES

CMJ Online www.cmj.com

Updated daily, CMJ Online is tailored to both the music business professional and the music consumer. In addition to its regular features, CMJ Online delivers up-to-the-minute information and material on CMJ Music Marathon 2005. The Marathon homepage (www.cmj.com/marathon/) includes a searchable database with complete details on performers, films, panels and panelists, plus special events.

CMJ Online traffic as of October 2004:
Approximately 10,850,000 hits per month.
Approximately 260,000 users per month.

Rates:

Button and Banner packages start at \$1500 per month.
Contact the sales department for more information and rates.

Technical Specifications:

Banner image file format: GIF only; Pixel size: 468W x 60H or 125w x 75-125H
Image size: No more than 12 kilobytes; Banner image resolution: 72 dpi
File names: Please use the following naming convention: "name_ad.gif"

These specifications are merely guidelines and can be altered to fit your individual needs.
Call for other size options. Conditions and restrictions may apply.

CMJ Email Blasts

Advertise on one of the ten CMJ Music Marathon Email Blasts that go to over 60,000 industry insiders. Independent Email Blasts are also available.



ADDITIONAL PROMOTIONAL OPPORTUNITIES

CMJ Registration Bag Inserts

Include your insert in the registration bag distributed to each attendee. There's no better way to get your product to the people who make a difference. Insert a flyer, poster, CD or promotional item. Whatever you've got, we'll get it into the hands of thousands of CMJ Music Marathon registrants.

Insert (CD, promo item, etc.)	\$1,500
Insert (flyer-only)	\$1,250

Reservation Deadline: 9/1

Sample Delivery Date to CMJ: 9/2

All Advance shipments will be received by Metropolitan Exposition beginning August 9, 2005

Advance shipment deadline (to avoid surcharges) September 6, 2005

Material Handling charges apply - Method of Payment form must be completed before any shipment will be accepted

CMJ INSERT NOTES: Quantity: 4,000 pieces. All items must be delivered by the Delivery Date. Items will not be accepted at the CMJ offices. CMJ has final approval of all items to be inserted. Items prohibited from inclusion in the CMJ Registration Bag: lighters/flammable devices and adhesive-backed labels/stickers. Additional handling charges may apply.

CMJ On Air: CMJ Music Marathon Edition

The compilation series that gets your music heard! The special CMJ Music Marathon Edition of this compact disc is inserted into each registration bag as well as mailed to all CMJ New Music Report subscribers. The Marathon Edition of On Air will also include a multi-media splash page offering myriad online opportunities.

CD Track:	\$3000
First Five Tracks:	\$3500
Reservation Deadline:	8/05
CD & Materials Due:	8/10

*Special Offer: CD track inclusion combined with one full registration badge and one half-page ad in the CMJ Music Marathon Festival Guide for only \$4,500.

CD NOTES: All track submissions are subject to CMJ's advance approval. CD Tracks must be submitted on Compact Disc. Any other format will incur a \$250.00 transfer charge per track. CD tracks must be limited to a total of five minutes (5:00) in duration. Tracks that are greater in total length will be assessed a surcharge of \$250.00 per each additional thirty (30) second interval or fraction thereof.

CMJ Street Banners

We're taking it to the streets with banners in high traffic locations surrounding Lincoln Center as well as downtown in the Lower East Side. NYC & Co street banners are an innovative and unique form of media that also beautifies and promotes the community and events taking place within it. The banners are 8' x 3', including 1.3' space reserved at the bottom for your company name or logo. Banners will hang from August 15th-September 18th .

10 banners (20 impressions)	= \$5,000
25 banners (50 impressions)	= \$11 ,000
50 banners (100 impressions)	= \$18,000



CMJ LOUNGE

CMJ Lounge Area

Make immediate, face-to-face contact with CMJ Music Marathon registrants. Showcase your products, network with attendees, and learn about your customers as they learn about you. Once you've reserved space in the CMJ Lounge, you'll receive a kit enabling you to customize your area and lead retrieval system. Please contact CMJ with your special requests. You must inform your CMJ sales representative if you plan to feature live music.

CMJ Standard Booth Package: \$2,500

- 8'x10' carpeted area in the CMJ Lounge
- One (1) table, two (2) chairs and one (1) wastebasket
- Five (5) full CMJ Music Marathon registrations (additional registrations: \$350/each)
- CMJ Music Marathon Festival Guide Listing
- One (1) half page ad in the CMJ Music Marathon Festival Guide or one (1) registration bag insert
- Electricity available for an additional \$125

CMJ Premium Lounge Package: \$5,000

- 8'x20' carpeted area in the CMJ Lounge
- One (1) couch, two (2) chairs and one (1) wastebasket
- Eight (8) full CMJ Music Marathon registrations (additional registrations: \$350/each)
- CMJ Music Marathon Festival Guide Listing
- One (1) half page ad in the CMJ Music Marathon Festival Guide or one (1) registration bag insert
- FT1/T1 network access and electricity for one network ready PC display

CMJ Luxury Lounge Package: \$7,500

Introduce CMJ Music Marathon attendees to your website, new technology, Internet service, software or game with a special multimedia Lounge.

- 12'x20' carpeted area in the CMJ Lounge in closest proximity to the Day stage
- One (1) couch, one (1) table, two (2) chairs and one (1) wastebasket
- Twelve (12) full CMJ Music Marathon registrations (additional registrations: \$350/each)
- CMJ Music Marathon Festival Guide Listing
- One (1) full page ad in the CMJ Music Marathon Festival Guide or one (1) registration bag insert
- Lead retrieval
- FT1/T1 network access and electricity for one network ready PC display

CMJ LOUNGE

Lead Retrieval

A CMJ Luxury Lounge Package at CMJ Music Marathon entitles you to the most comprehensive on-site convention technology lead retrieval. When a registrant stops by your area and swipes his/her magnetically-stripped badge, the person's name, company/affiliation and other relevant information is digitally recorded for retrieval and later use. For more information, contact the CMJ Sales Department.

	SPACE RESERVED	MANIFEST SUBMITTED	LOAD-IN
CMJ Lounge	9/1	9/3	9/13

LOUNGE NOTES: Lounge positions are assigned on a first-come first-served basis and will be confirmed only after full payment is received. Credit will not be applied for unused items. Electrical outlets and audio/visual equipment are available at additional cost. All materials brought into the venue are subject to additional labor charges. CMJ must receive a manifest of all booth materials, a/v equipment, and power requirements by the published deadline, after which time there can be no material deviation from this manifest. Items prohibited from distribution: lighters/flammable devices and adhesive-backed labels/stickers. All materials must be delivered to the Exhibition Company or event headquarters no later than the published deadline. Please refer to your kit for details and deadlines. Materials will not be accepted at the CMJ offices. If Lounge purchase is cancelled prior to July 31, 2005, CMJ will refund 50% of the fee. There is no refund for cancellation on or after July 31, 2005.



LOUNGE AREA HOURS:

Wednesday 9/14	10:00AM to 5:00 PM
Thursday 9/15	10:00AM to 5:00 PM
Friday 9/16	10:00AM to 5:00 PM
Saturday 9/17	10:00AM to 3:00 PM

- Standard Booth
- Premium Lounge
- Luxury Lounge

PRINT ADVERTISING

CMJ Music Marathon Festival Guide

The survival guide to CMJ Music Marathon 2005 includes information on showcases, panels, films, venues, restaurants, parties and New York City sights, plus a listing of all showcase bands playing CMJ Music Marathon with reviews from the trusted authorities at CMJ.

CMJ New Music Report: Special Music Marathon Edition

This special edition of CMJ New Music Report highlights all the must-see events of CMJ Music Marathon 2005 and is distributed to all CMJ Music Marathon attendees, as well as thousands of subscribers.

CMJ Pre-Event Mailings

Distributed to CMJ's extensive network of music business, Internet, retail, radio and college media professionals, these monthly mailings preview festival events and participants.

ADVERTISING RATES (OPEN RATE):

Ad Size	Cost
Full-Page	\$3,500
Double-Truck	\$5,500
1/2-Page	\$1,950
1/4-Page	\$975
Inner Front Cover	\$4,500
Inner Back Cover	\$4,300
Back Cover	\$6,000

	Space Reservation	Materials Due	Street Date
CMJ Music Marathon 2005 Festival Guide	8/17	8/19	9/14
CMJ New Music Report MM Edition	8/26	8/29	9/14

CMJ Pre-event Mailings Please contact your CMJ sales rep for details and specs.

DIGITAL REQUIREMENTS: Only digital files can be accepted as ad materials. Preferred format is as Photoshop TIFF or EPS file; resolution must be 300 dpi and file must be CMYK. Acrobat PDFs created in Distiller are also acceptable, but version must be 4.0 (PDF 1.3) compatible; all images must be high-res (300 dpi) and all fonts must be embedded into the PDF. Least preferable but still acceptable are Quark 4.1 files, with all fonts and images used collected and sent along with the file. Note that InDesign, Illustrator, and Quark files higher than version 4.1 are NOT accepted.

REGISTRATION, FEES AND DEADLINES

A CMJ Music Marathon registration, your ticket to the best music event of the year, entitles you to entrance to all CMJ Music Marathon events, including exhibits, speeches, panels, FilmFest screenings, CMJ music showcases throughout New York City and a CMJ Registration Bag.



Register online at www.cmj.com/Marathon

RATES

General:

\$325 (before April 1)

\$350 (before May 13)

\$375 (before July 1)

\$400 (before August 12)

\$425 (before September 1)

\$445 (after September 1 and on-site)

Student:

\$125 (before April 1)

\$175 (before May 13)

\$200 (before July 1)

\$225 (before August 12)

\$245 (before September 1)

\$295 (After September 1 and on-site)

College Radio Group Discounts (10 or more people):

\$115 each (before April 1)

\$150 each (before April 30)

College Radio Group Discounts (20 or more):

\$75 each (before April 30)

College Radio Group Discounts (40 or more):

\$50 each (before April 30)

REGISTRATION NOTES:

Pre-registration and ID Required. (Note: To be eligible for the College discount, all student registrants who are part of this package MUST be from the same college and must submit all registration materials together online or via mail by the appropriate deadline).

Payment via credit card, check or money order. Photo identification must be presented when picking up badges (students must present a valid student ID.). Last day to pre-register is September 6, 2005; walk-up thereafter. All fees are payable to CMJ Music Marathon in U.S. dollars drawn on a U.S. bank. There will be a \$50.00 fee for returned checks. Badges are non-refundable; there are no credits or refunds given.

NEW REGISTRATION PACKAGES

NEW FOR 2005!

Whether you're a large group or just want to indulge in an unforgettable dream weekend in the big apple, you need to check out these new registration offerings.

Email marathon@cmj.com or call 917-606-1908 x241 for information and to register for the following packages:

College Unlimited Badge Plan: \$5000

Unlimited Registrations for attendees from College Radio, Music Business, and Communications Departments.

Pre-registration and ID Required. (Note: To be eligible for the College discount, all student registrants who are part of this package MUST be from the same college and must submit all registration materials together online or via mail by the appropriate deadline).

Company Group Badge Plan (up to 50 people): \$10,000 (Additional Badges at \$150 each)

VIP Pass: \$750

All the benefits of a full CMJ badge plus guaranteed access to all the shows you want to see, via our VIP Concierge Service. (Limited number available)

VIP Package: \$2,995 per person

All the benefits of a VIP Pass plus deluxe hotel accommodations for four nights, airfare (in the continental US), welcome reception and VIP Concierge Service.

NEW MARKETING PACKAGES!

Email Gkiser@cmj.com or call 917-606-1908 x228 for information and to register.

Indie Ad Package: \$495

Quarter-page ad in CMJ New Music Report Marathon Edition, Web Banner and one (1) full registration

Contact CMJ Music Marathon at 917-606-1908 x 261 for additional package discounts.

ON-SITE REGISTRATION HOURS

Wednesday 9/14	10:00AM to 8:00PM
Thursday 9/15	10:00AM to 6:00PM
Friday 9/16	10:00AM to 6:00PM
Saturday 9/17	11:00AM to 2:00PM

REGISTRATION NOTES: Payment via credit card, check or money order. Photo identification must be presented when picking up badges (students must present a valid student ID.). Last day to pre-register is September 6, 2005; walk-up thereafter. All fees are payable to CMJ Music Marathon in U.S. dollars drawn on a U.S. bank. There will be a \$50.00 fee for returned checks. Badges are non-refundable; there are no credits or refunds given.

CONTACT INFORMATION

CMJ Music Marathon® 2005
151 West 25th Street, 12th Floor
New York, NY 10001

Phone: 917-606-1908 x241
www.cmj.com/Marathon

Advertising & Promotional Opportunities:
email: gkiser@cmj.com

Registration:
email: marathon05@cmj.com

Music Showcases:
email: showcase2005@cmj.com

Panels:
email: panels05@cmj.com

Press:
email: press@cmj.com

All other CMJ Music Marathon information:
email: marathon05@cmj.com