



SAMM Input Information Sheet

1. Title info:

- a. Artist: _____
- b. Title: _____
- c. Label: _____
- d. Projected Street Date: _____
- e. Is this release Digital Only? _____
- f. UPC _____
- g. Box Lot _____
- h. Packaging Format jewel case, digipak, etc
- i. Suggested Retail Price (SLP): _____
- j. Is Redeye manufacturing product? yes no
- k. Blurb (50 words or less - this will be used in all soliciations and marketing so put some time into this):

2. Has this release been previously available? YES or NO

- a. If YES, please explain: _____
- b. Previous scans: _____

3. Artist information:

- a. Does the artist have previous releases? YES or NO
- b. If YES, please provide past scan and shipping information: _____
- c. Previous bands of notoriety? _____

4. Artist's Home Market:

5. Key Markets:

Define why:

- | | | |
|----|-------|-------|
| a. | _____ | _____ |
| b. | _____ | _____ |
| c. | _____ | _____ |
| d. | _____ | _____ |
| e. | _____ | _____ |

6. Retail Marketing Budget:

This is a pre-approved dollar amount that can be used to set up listening posts and other retail co-op at Redeye's discretion.

- a. Retail marketing budget: \$ _____
- b. List key retail stores: _____

7. Sales Goals:

- a. Initial ship goal (units out by street date): _____
- b. First-year ship goal: _____

8. Stock Needed

- a. Commercial Stock (venue sales, web sales, etc.) _____
- b. Promotional Stock for Label (press, radio, etc) _____
- c. Promotional Stock Allocated for Redeye _____



9. Publicity:

- a. When does it start? _____
- b. Who is working the title? _____
- c. List confirmed press and publicity: _____

10. Radio: Have you hired someone to work radio? YES or NO

- If YES:
- a. Who? _____
- b. When does the promotion start? _____
- c. Please list all formats serviced: _____

11. Media Advertising:

List advertising (National Publications, Newspapers, Radio, TV, Web, etc.) with start dates:

12. Tour:

- a. Describe tour plan (tentative and confirmed): _____
- b. List confirmed dates and update on www.redeyeusa.com: _____

13. Export:

- a. Is this title available for export distribution? YES or NO
- b. List any territory restrictions: _____
- c. Top export territories: _____ Define why: _____
 - 1. _____
 - 2. _____
 - 3. _____
 - 4. _____
- d. Target export initial ship quantity? _____
- e. How many promos are available for export (min. 30): _____
- f. Can Redeye cut stock for additional export promos? YES or NO
If YES, how many may be cut? _____
- h. Do you have anyone doing promotion for this release overseas? YES or NO
If YES, give an overview of your export promotion plan:

14. Digital:

- a. Does Redeye have digital distribution rights for this piece? YES or NO
 - 1. If YES, please fill out a digital metadata sheet for the piece and send to your rep.
 - 2. If NO, who is handling digital distribution? _____
- b. Ringtone Track:
 - 1. Track Name and Number: _____
 - 2. 25 sec span (start time and end time): _____
- c. Promo Track: _____
(a complimentary mp3 available for marketing purposes)