



# MARKETING PLAN

2ND QUARTER 2021

**Announcing  
Our New  
Publication**

# INGRAM MUSIC'S ALL ACCESS PASS

- **Ingram publication focused solely on MUSIC!**
- **Weekly Publication**
- **Prominent positioning of publication on Access Ingram**
- **Opportunity to feature new releases as well as catalog**
- **Advertising schedule offers different size ads to accommodate all needs**
- **Launching on May 3<sup>rd</sup>!**
- **Rate Card to follow**







- **Ingram's new release presentation event for our customers and sales team**
- **An opportunity for our label partners to excite customers and sales about upcoming releases**
- **Totally focused on music – including discussions, performances and audio/video presentations**
- **Ingram partners with labels by providing at no cost – email blast, full feature of products in “All Access Pass”**
- **Unique opportunity for exposure**
- **Talk to us about participating!**

# Country Sale

## HIGHLIGHTING NEW RELEASES AND CATALOG

- **Full Feature ad in All Access Pass**
- **Top Banner on main page of Access Ingram linking to full title list**
- **Email blast to all customers**
- **Catalog deal with 30% POS**



### Commitment Date

| with Titles | Start Date | End Date NR | Cost Per Title |
|-------------|------------|-------------|----------------|
| 4/5/2021    | 4/19/2021  | 5/17/2021   | \$300.00       |



# Mother's Day

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| <b>Commitment Date</b> |                   |                    |                       |
|------------------------|-------------------|--------------------|-----------------------|
| <b>with Titles</b>     | <b>Start Date</b> | <b>End Date NR</b> | <b>Cost Per Title</b> |
| 4/12/2021              | 4/26/2021         | 5/10/2021          | \$300.00              |

# K-POP

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|-------------|------------|-------------|----------------|
| 5/3/2021    | 6/7/2021   | 7/4/2021    | \$300.00       |



# CELEBRATE OUR INDEPENDENTS

## INGRAM MUSIC MARKETING PLAN 2021

- **A comprehensive and ongoing program for **Indie labels** to showcase new releases as well as catalog**
- **Major priority and sales initiative for Ingram team for all Ingram accounts**
- **Key placement in All Access Pass/ Entertainment Preview publication**
- **Email blast to all key customers**
- **Aggressive pricing to encourage placement**
- **Monthly recap to be provided**
- **Anticipated average of 20-25% lift in sales**



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## INGRAM MUSIC MARKETING PLAN 2021



| Commitment Date | Start Date | End Date NR | End Date Catalog | Cost Per Cut NR | Cost Per Cut Catalog POS |
|-----------------|------------|-------------|------------------|-----------------|--------------------------|
| 4/12/2021       | 5/10/2021  | 6/6/2021    | 7/4/2021         | \$250.00        | 30%                      |
| 5/11/2021       | 6/7/2021   | 7/4/2021    | 8/1/2021         | \$250.00        | 30%                      |
| 6/7/2021        | 7/5/2021   | 8/1/2021    | 8/29/2021        | \$250.00        | 30%                      |
| 7/5/2021        | 8/2/2021   | 8/29/2021   | 9/26/2021        | \$250.00        | 30%                      |



**Customized Programs  
for customers or lines  
are available and can  
be set up with us!**

*Thanks!*

*Sue Bryan Vega*

**sue.vega@ingramentertainment.com**

615-287-4510



**Share your  
ideas with  
us!**