

LIBRARY CUSTOMER PROFILE

MIDWEST TAPE

- Services over 2000 libraries with films and music; largest supplier in the USA.
- Vendor's Choice - A monthly new release catalog sent to all libraries. This is their primary advertising vehicle and best way to inform libraries of a release. Deadline for commitments is 2 months out.
- Suitable for most content except for XXX and certain other extreme types of content.
- Libraries operate on strict budgets that change from week to week, month to month. If they cannot order a title when it is released, they will often purchase it later when their budget allows.
- Best-selling titles are documentary and educational films. Though, they sell just about everything.
- When Midwest Tape sells a title, they are not just selling a CD or film. Along with the product they sell their library service. This service includes taking the disc out of the case and preparing it for filing in a library. There is labor and stickering involved. They charge a decent price per unit for this service, which is indispensable for libraries.
- The right title can sell in the thousands of units over time. Most new release titles do best in the first 60 days of release, but catalog titles also do well.