

**PROMO ONLY®**

257 S. Lake Destiny Dr. • Orlando, FL 32810  
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**Music  
on CD**

**THE INDUSTRY'S COMPLETE  
SOURCE FOR MUSIC!**

**All the best music,  
each month,  
on one cd!**

**Promo Only** is the music industry's #1 complete source for music. Each month, directly from the record companies, we receive all of the hottest new songs, categorize them and put them on digitally mastered CDs. Subscribers choose the format best suited to their musical requirements, and then receive a new CD each month with the new releases! This way, every subscriber always gets all the music they need, just by going to their mailbox.

### **New Music When You Need It**

When someone asks you for a song, if you don't have it, it's already too late. When you finally buy the song, the song you need is the only song on the CD you can use. At Promo Only, we send you a CD to your mailbox each month, with all the songs you'll need for less than the cost of one CD in a store. Plus, we send you the songs early, so you have the new music when you need it.

### **What about Quality?**

Using state of the art digital audio equipment, every Promo Only Series is digitally mastered directly from the record label's master versions. Our specialized mastering facility allows us to make the quality of our CDs the highest in the industry. Radio stations use Promo Only CDs directly on air because of its exceptional quality. We put as much music on the CD as possible without sacrificing audio quality, usually between 74-78 minutes.

### **Specialized Formats For Specialized Audiences**

Because you play music to your own unique audience, you need the ability to obtain different types of music. Promo Only offers 18 formats (styles of music) of our monthly CD to choose from. Each format features the upcoming hits from several national charts, so you can get the new music, in the type you need.

### **Are You Qualified to Subscribe?**

If you work at a radio station or nightclub, or you are an independent DJ and play music for large audiences, when you play a new song, you're helping sell that record. Record companies want you to play their newest, hottest songs, so they allow us to give you this incredible value only to aid in the sales of their records. Subscribing to Promo Only makes you an elite member of the music industry, those who get the music first and make the hits. As part of our licensing agreements with the record companies you must be a disc jockey, club, radio station, or a music industry related professional to subscribe to our service. If you are a music enthusiast, music collector, under 18 years of age, or just "want to be" a DJ, you may not subscribe to our service. Subscriber agreements, which require specific industry related information, are verified.

### **Costs less than a single CD**

As a DJ, Promo Only is the most cost effective way to get music. You can subscribe to as many series as you need in 3, 6, and 12 month increments. The longer you subscribe, the more you save per CD.

**PLEASE NOTE:** Urban Club is not available in multiple series discounts and Specialty cd formats are priced differently due to different subscription lengths. (All subscriptions include shipping charges.)

#### **SINGLE SERIES (1 CD each month)**

3 Months Subscription - \$50.00  
6 Months Subscription - \$90.00  
12 Months Subscription - \$160.00  
(\*UK Beats Series slightly higher)

#### **MULTIPLE SERIES (2 CD's or more each month)**

3 Months Subscription - \$45.00 each series  
6 Months Subscription - \$80.00 each series  
12 Months Subscription - \$150.00 each series  
(\*UK Beats Series slightly higher)

(\*PLEASE NOTE Urban Club is not eligible for multiple subscription discount)

# **MUSIC FORMATS**

**RADIO** Series CDs average 18-20 tracks and contains "unavailable for sale" radio versions (including "clean" versions) of breaking releases from the top radio stations. RADIO formats are programmed specifically to match what's playing on the national radio airplay charts.

**MAINSTREAM RADIO** (our most popular format) features all the top 40 hits.

**RHYTHM RADIO** — Top dance and urban songs from rhythm crossover airplay charts.  
Includes radio edits, dance, pop & hip hop.

**URBAN RADIO** — Hits from the national R&B/Urban/Rap Charts, including clean radio edits, hip hop, R&B, rap and slow jams.

**COUNTRY RADIO** — Hot releases from national country charts, including new country, ballads and radio edits.

**MODERN ROCK RADIO** — The newest tracks from the national Alternative/Modern Rock airplay charts.

**CLUB** Series CDs average 10-14 tracks because they contain full length extended 12" mixes. Often, mixes featured are available only on promotional vinyl, CD singles, imports, or are exclusive unreleased mixes given to us by the record labels. These formats are programmed specifically for those who mix with CDs.

**MAINSTREAM CLUB** (our most popular club series format) — Extended dance versions of top 40 hits being played on radio mix shows, in the hottest clubs and are the biggest songs on the national Club Play charts.

**RHYTHM CLUB** — The perfect companion to Mainstream Club, complementing it by featuring the best 12" rhythmic mixes, pop, breaks, latin dance, freestyle and hip hop.

**UNDERGROUND CLUB** — Cutting edge dance club & Billboard Club Play hits that are usually not made available on CD and are popular in the hard core dance clubs. Includes dub mixes, deep house, garage, and "hard to find" mixes.

**ALTERNATIVE CLUB** — extended versions of electronica and alternative dance music along with extended mixes of Alternative Radio Hits that are often exclusive to Promo Only.

**URBAN CLUB** — A two CD set featuring 10-to-12 tracks on each CD. One cd features the Club version or remix of a song, and the second CD features its instrumental and/or a cappella version.

**UK BEATS** Series CDs are double-disc issues. Featuring the latest European 12" remixes, this series gives DJs the opportunity to branch away from mainstream play and develop their own style by breaking songs that yet to impact domestic charts. With many of the titles featured monthly not available on CD, and many more simply unavailable here in the U.S., these 2 formats allow djs access to the same music being played by the world's premier DJs.

**UK CLUB BEATS** - a monthly double CD, featuring the very best full-length House, Club and Trance releases from the leading labels in Dance

**HOUSE** = (Disco, Funky, Filtered, Hard), **TRANCE** = (Euphoric, Melodic, Crossover), **UK GARAGE / 2 Step**, **HARD DANCE**

**UK UNDERGROUND BEATS** - a monthly double CD featuring the very best full-length Progressive, Tech and Tribal releases from the leading Underground labels.

**LATIN** Series CDs contain breaking releases from the top Latin radio stations.

A unique feature of this series is the "coding" system that indicates song music types.

**TROPICAL LATIN** averages 14-15 tracks and features merengue, merengue house, salsa, latin dance, bachata, and vallenato styles of music.

**REGIONAL LATIN** averages 22-23 tracks and is specifically designed for DJ's who have a demand for "West Coast" types of Latin music, including mariachi, tejano, cumbia, ranchera and more!

**POP LATIN** averages 18-20 tracks and contains all the rhythm and romance of our other Latin series, with a dash of Pop, Spanish Rock, Dance & Ballads!

**CONTEMPORARY CHRISTIAN** CDs offer a wide variety of music with a positive message! Averages 18-20 tracks and features pop, dance, urban & rock music styles. all with lyrics the entire family can enjoy! Perfect for teen dances, weddings & Skate nights!

**DANCE RADIO** features radio-length friendly edits of the best Dance records in the country. Due to its unique nature, subscriptions are available in 10-issue lengths only.

## **CARIBBEAN SERIES**

Averages 15-18 tracks and features popular reggae, reggaeton, soca and dancehall music.

## **What Does Your Subscription Include?**

### **There are many benefits to being a Promo Only subscriber.**

- Receive all the Newest Music once a month on CD. The CDs contain valuable information such as Title, Artist, Record Label, Intros, Endings, BPM (beats per minute), and Song Length.
- Monthly subscribers receive our full-color Promo Only Magazine, which includes feature articles on the hottest musicians in the industry. It also includes music reviews of our formats along with a Top 20 Song Hit List and a video hitlist as well!
- Access to song listings on-line at our Website, [www.promoonly.com](http://www.promoonly.com). This is great for accessing music lists of new issues for your database to eliminate typing your lists. You can also use Email to interact in a timely manner with our subscription/customer service department.
- FREE downloadable, user friendly Song Database program (The Reference Guide) for both PC and Macintosh formats that includes all Promo Only song listings. It's an easy way to search for songs and you can even specify which formats/dates to search for so you can printout your music collection. The program allows you to sort by Title, Artist, Format and BPM so you can cater your music list to your preferences.
- An excellent full time Customer Service staff and veteran DJ Subscription staff that not only can consult with you to fix your music problems, but are also available to help and answer any questions about your subscriptions or formats of music.
- You can give us Feedback on our music! We have on-line feedback forms on our website where you can rate the songs. This information is compiled and given to the record labels. This allows you to be directly involved in making the hits!
- Join our on-line Ultimate Message Board to drop your suggestions, questions and ideas for success. Its the world's fastest growing DJ community today!

## **To Subscribe**

**Subscribing is easy. First fill out the information on the subscription form.  
Subscriptions may be paid for in 3 ways;**

- 1) Prepaid (mailing a check or money order);
- 2) You may charge your subscription by credit card over the phone with Visa, Mastercard, or American Express
- 3) COD, (First issue(s) is sent COD), for the subscription amount.  
The remainder of your subscription is sent US Mail each month.

If you use a credit card or have a subscription sent COD, you can subscribe by phone. Call us at (407) 331-3600 Mon-Fri, 8:00 am - 8:00 pm EST, and we can start your subscription immediately over the phone. (Please note a Subscriber Agreement is still required for phone orders.) If you would rather subscribe by mail, fill out the subscription order form and subscriber agreement, enclose a check or money order for the appropriate amount, and mail it to:

**PROMO ONLY, ATTENTION: NEW SUBSCRIPTIONS  
257 S. Lake Destiny Drive, Orlando, FL 32810**

**For even faster service, fax the subscription form to us at (407) 331-6400,  
or e-mail your info to [promo@promoonly.com](mailto:promo@promoonly.com)**

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**THE INDUSTRY'S COMPLETE  
SOURCE FOR MUSIC VIDEO!**

When you subscribe to Promo Only you receive the highest quality videos in the market. Our DVDs are produced using uncompressed PCM audio (better than CD quality) and the best authoring equipment available. We feature ten separate DVD formats to choose from to meet your programming needs. Also available, a multitude of specialty discs!

**Music  
Video  
on DVD.**

**Music you watch.  
And watch and watch.**

**~HOT~  
VIDEO**

3-Hours in length and contains more than 50 videos. Each video is full length, separate, indexed to both the start of the music and the start of the video, and sorted by category. Categories include Top 40, Dance, Urban, Rock and Ambient Videos.

**urban  
VIDEO**

Offers a collection of the very latest rap, R&B and hip-hop, including many of the unedited music videos audiences are increasingly demanding. Need the beats without the bleeps? Then this is the series for you! (Explicit and Radio friendly sections)

**CLUB  
video**

This DVD is devoted exclusively to dance, exclusive remixes, import dance videos and Promo Only's Power Sets. In addition to individual separate dance videos, we beat mix 3-4 of the hottest tracks together and put the mixes on this DVD. With Power Sets you can provide beat mixed music videos, while still having control of what songs you play.

**pop mix  
VIDEO**

Pop Mix Video features pop, dance, rap and rock both old and new, segued together for a continuous play of favorite hits. Edited for public listening and viewing, each month this DVD features a mix of what's hot!

**dance mix  
VIDEO**

This award winning DVD format beat mixes music videos! Each month we re-track, re-edit and add special video effects into this series. Filled with exclusive mixes, video remixes and the best programming in the country from the hottest DJs, there is nothing like it from anyone in the industry!

**MODERN  
ROCK  
VIDEO**

The latest modern and mainstream rock releases - as only Promo Only can deliver. Each issue is incredibly well-rounded, featuring breaking tracks from key independent labels as well as the latest video releases from all the major labels - all on one DVD.

**~latin~  
VIDEO**

The ultimate video combination of latin music formats!  
Tropical • Regional • Latin Pop • Salsa • Merengue • Ranchera and more!

**country  
VIDEO**

For those of you who need Country music, our Country Video series not only contains the newest country music videos, but also features selected "country classics."  
Also features a Contemporary Christian video section.

**E-X-P-R-E-S-S  
VIDEO**

Express Video features the latest breaking Pop, Urban, Dance, Rock, Country and Christian video on one convenient DVD delivered WEEKLY, making for the industry's most current and complete music video compilation. When speed is of the essence, Express Video delivers.

**Also Available: SPECIALTY DISCS**

*(Video Subscription Agreement is required. Call us for details.)*

**~HOT~  
VIDEO  
CLASSICS**

These new DVDs contain the hottest videos released during the 70's, 80's & 90's. The DVDs contain a wide variety of 'classic' videos, re-tracked with the highest quality digital audio available to provide uncompressed 96.6khz PCM stereo sound. Using

Promo Only's state-of-the-art AVID/Sonic digital media studios, the accompanying video, encoded at the highest possible bit-rate, provides a crystal clear picture. These videos have never looked or sounded better!

**All Time Party Classics**

**Urban Mix  
Ambient Video  
Christmas Video  
Spooky Videos  
Old Skool  
Rink Essentials**

**Best of Country  
Best of Reggaeton  
Best of Hair Bands  
Best of Love Songs  
Alternative Dance**

**A Quick Reminder:** You must be a professional DJ or affiliated in a professional manner by the music industry to subscribe to our service. All subscriber agreements, which require specific industry-related info, will be verified.

**Don't Forget the Perks:** With each DVD subscription you'll also receive our monthly Promo Only magazine. Each issue is chock full o' industry info, music reviews of Promo Only series and the latest charts. There's also unlimited access to our website, [www.promoonly.com](http://www.promoonly.com). Download all or part of our vast music database or use the free Promo Only Reference guide to search for a song or video. Finally, you'll be able to enjoy full-customer service via email, fax or phone.

**To Subscribe,** just fill out a Subscription Order Form. Sign the Video Service Agreement. Cut a check. Lick a stamp and send it to Promo Only,

**New Video Subscriptions  
257 S. Lake Destiny Drive  
Orlando, FL. 32810**

**or FAX it to 407-331-6400.**

Or pick up the phone and grab your credit card and we'll help you get started.  
(Please note a subscriber agreement is still required for phone orders.) We'll even send you your first issue COD.  
Our happy-to-help Promo Only staff is standing by Monday thru Friday from 8AM – 8PM EST to help you get started.  
The digits to dial: 407-331-3600.

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