

A&M CD³ • COMING MAY 3

CATALOG NUMBER	ARTIST	SONG TITLES
CC 31001	STING	AN ENGLISHMAN IN NEW YORK UP FROM THE SKIES ▼ SOMEONE TO WATCH OVER ME ▼
CC 31002	SQUEEZE	FOOTPRINTS BLACK COFFEE IN BED ■† TAKE ME I'M YOURS ■†
CC 31003	SUZANNE VEGA	LUKA LEFT OF CENTER ▼† NEIGHBORHOOD GIRL ▼†
CC 31004	ORCHESTRAL MANOEUVRES IN THE DARK	DREAMING GRAVITY NEVER FAILS ▼ SECRET ★
CC 31005	ROBYN HITCHCOCK AND THE EGYPTIANS	BALLOON MAN A GLOBE OF FROGS (ELECTRIC) ■ THE GHOST SHIP ▼
CC 31006	SIMPLE MINDS	DON'T YOU FORGET ABOUT ME ●■ BASS LINE ■ THE AMERICAN ■

▼Previously unreleased.

■Previously unreleased on any LP.

★Hit 12-inch version.

†Live version.

●Extended live version.

**DIGITAL PROOF
THAT LESS
IS MORE.**



CD³

ON A&M
VERY COMPACT DISCS.

A&M CD³s are designed to play
in all CD audio players with
spindles, including most portable
models. Drawer-type and
cartridge units may require a
readily available adaptor.

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**ANNOUNCES
A BRAND NEW WAY
TO SELL**

STING

SQUEEZE

SUZANNE VEGA

**ORCHESTRAL
MANOEUVRES
IN THE DARK**

**ROBYN HITCHCOCK
AND THE EGYPTIANS**

SIMPLE MINDS

A&M PRESENTS

CD³

MORE GREAT MARKETING

Last year at NARM, A&M brought the industry the first hit cassette single. This year we bring you the first 3-inch CD series of hits.

Launched by six of A&M's biggest artists.

In the ongoing tradition of A&M marketing leadership.

MORE PRICE APPEAL

The ongoing sales explosion of portable CD players means a younger, price-conscious market for CDs. And A&M's CD³ delivers the goods — so you can sell them for about \$5 each.

A real value for up to 20 minutes of digital music.



• **STING** **CD³** **CC 31001**

AN ENGLISHMAN IN NEW YORK
Current single/hit version.

UP FROM THE SKIES
Jimi Hendrix song with

The Gil Evans Orchestra.
Previously unreleased.

SOMEONE TO WATCH OVER ME
From the film of the same name.
Previously unreleased.



• **SQUEEZE** **CD³** **CC 31002**

FOOTPRINTS
Current single/hit version.

BLACK COFFEE IN BED
Live version.
Previously unreleased on any LP.

TAKE ME I'M YOURS
Live version.
Previously unreleased on any LP.

MORE MUSIC APPEAL

There's more than just big name artists on A&M CD³. There's current hit music. Plus collectible songs and performances — never before available on compact disc or album.

Adding up to a unique inventory item with instant positioning power.



• SUZANNE VEGA

CD³

CC 31003

LUKA

Top 3 single/hit version.

LEFT OF CENTER

Pretty In Pink hit. Live version.

Previously unreleased.

NEIGHBORHOOD GIRL

Live version.

Previously unreleased.

MORE DISPLAY ALTERNATIVES

A&M CD³s are made for multiple merchandising:

Maximize impulse sales by stocking them in their own A&M CD³ Counter Display. This eye-catching P-O-P piece holds five each of six titles. Yet it's only a foot high and nine inches deep.

Stock individual CD³ titles under your current CD Artist Divider Cards — with full-priced CD catalog.

Group all CD³ titles under the special A&M CD³ Header Card.

Or hang A&M CD³ blister-packs from hooks.



• ORCHESTRAL MANOEUVRES IN THE DARK

CD³

CC 31004

DREAMING

Current single/hit version.

GRAVITY NEVER FAILS

Previously unreleased.

SECRET

Hit 12-inch version.

MORE BUYING FLEXIBILITY

You can purchase A&M CD³ titles separately. Or you can order them with the display piece in convenient 30-piece pre-packs — available for timely drop-shipments.

MORE PACKAGING PLUSSES

On the front of the package, the prominently displayed artist's name and A&M's new CD³ logo are a traffic-stopping combination. On the back of the custom-designed unit is a list of all current titles in the new line. A boon for repeat business.

Inside the disposable blister-pack is a smaller 3-inch digipak, for long-term ease-of-storage after the consumer gets it home.



• **ROBYN HITCHCOCK AND THE EGYPTIANS**

CD³

CC 31005

BALLOON MAN
Current single/hit version.

A GLOBE OF FROGS (ELECTRIC)
Previously unreleased on any LP.

THE GHOST SHIP
Previously unreleased.

MORE FAMILIAR TERRITORY

A&M's CD³ titles are bar-coded just like full-length CDs.

They ship just like them — in box lots of 30.

They have the same solicitation period and sales life — even the same returns privileges.

And they'll be supported like albums with ad mats, minis and the long-term commitment you'd expect from A&M.

MORE ON THE WAY

The first flight of six A&M CD³ titles ships for a May 3, 1988 street date.

Look for new CD³s in each subsequent A&M release... throughout the year and beyond.



• **SIMPLE MINDS** **CD³**

CC 31006

DON'T YOU (FORGET ABOUT ME)
Extended live version.
Previously unreleased on any LP.

BASS LINE
Previously unreleased on any LP.

THE AMERICAN
Previously unreleased on any LP.