



CO-OP Campaign Management

Web 'n Retail (a division of Rock 'n Retail, LLC), operates as your "National Sales Director" to design and manage your Co-op Campaigns; both In-Store and Online. We work within your budget and geographic parameters; and as a result of our strong negotiating capabilities, we ensure you get the most for your money; and the richest campaign possible with the strongest ROI.

"One of the best weeks yet at retail both Chain and Indie; and the best week to date at Indies. This pipeline movement is attributable to Rock 'n Retail / Web 'n Retail's efforts."

- Dan Beck, President; Big Honcho Media

"We are 100% happy with the way Rock 'n Retail handled our project. They did what they said they were going to do and hit the markets that they said they were going to hit. They were extremely accessible and responsive. Their reports are thorough and their approach to the marketing process is well thought out."

- Chad Main, President; ORC Records

If your Artist is on tour or available for Local, Regional or National travel, we also set up events with the Retailers in tandem with your Co-op buy, and leverage the Retailer's marketing partners (ie., Radio Stations, neighboring Coffee House, etc.), to promote your event.

"The store reported 65 people came to the performance. That is incredible in our book! Thank you again for choosing to partner with Borders!"

- Darlene Collins, District Marketing Manager, Border's Books & Music
(Regarding a Pere Ubu In-Store we arranged with Borders, Cleveland Heights)

"The event was PERFECT! The only disappointment was that it wasn't recorded!"

- David Thomas of Pere Ubu & Rocket From The Tombs

We have 25 years experience designing, managing and negotiating Co-op Campaigns (yes, pricing and buy-ins ARE negotiable!). We have set up successful campaigns with virtually every Chain Retailer in the United States as well as over 1,000 Indies.

"...perfect! Rock 'n Retail did a great job. I have no doubt the Market has been covered as well as possible. I would challenge anyone to do a better job!"

- Joe DeMeo, Head of Sales; Kirtland Record

We can do the same for you!

**Contact us at (818) 453-8777
Or via email at WebNRetail@cs.com**