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## ONESHEET GUIDELINES

The onesheet (aka Sales note or Sell Sheet) is the primary marketing and sales document we use to represent your release to our customers. It sums up all the compelling reasons why a store or distributor should feature your release over the thousands of other releases vying for attention. Here are the vital elements to include:

## ONESHEET FILE SPECIFICATIONS

**File Size** – should be no more than 2MB

**File Format** – should be a Microsoft Word or PDF Document

## ARIST / ALBUM INFO

1. **Artist Name** – Exactly how you want it listed with stores
2. **Release Name** – Exactly how you want it listed with stores
3. **Release Date**
4. **Label/Imprint Name**
5. **CD or DVD Cover Art** – also need **High Resolution file of Front cover art**  
**High-res Image Requirements:**
  - Resolution: 300 dpi
  - Color: RGB or CMYK
  - File Format: JPG, TIF or PDF
  - Art should be flat and not in a 3-D format (such as jewel case view)
6. **Track Listing** – List all tracks on the master, including hidden and bonus tracks
7. **UPC Code** – If available. If not, Red Line can provide one for a \$50 recoupable fee
8. **Label Catalog #**
9. **Genre**

## MERCHANDISING INFO

1. **Release Description** – A brief description of the content of the release, distinguishing qualities from other releases in the marketplace or from other releases by artist. Is there a compelling story to tell?
2. **Key Territories/Target Markets** – List territories where the release will have the greatest sales impact.
3. **Parental Advisory Notices** – If release contains significant profanity or sexually explicit content or cover imagery, indicate: "Parental Advisory = Yes" or simply include a Parental Advisory Graphic on your onesheet.

## MARKETING INFO

1. **Artist Description** – state significance or particulars about artist, former group allegiances, or any notable guest appearances. Include brief discography and sales history of past releases.
2. **Your plans to market, publicize and promote release** – List plans for radio, press, or artist marketing that will occur in connection to this release. Also indicate budgets for consumer advertising and retail advertising/co-op.
3. **Artist Tour Plans** – List any major tours that artist will be on during life of release, including:
  - a) Territory of tour
  - b) Other bands on the tour
  - c) Date range of tour