



Art Menius Radio

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<https://artmenius.com>

Radio Promotion Services that are:

- Customized for each client across a broad range of services, genre, geographic area, and budget.
- One-stop including printing, mailing, downloads, streaming, and lots more. As noted below, **packages can be inclusive of color laser printing and mailing at the very best rates.**
- Focused on The Folk Chart and NACC Folk Chart, but radio service provided across diverse folk and roots genre and charts with a goal of maximizing total airplay
- Employs my massive database of more than 1000 programmers (maintained since 1984) and more than 800 programmer email addresses
- Offered in DIY and consulting versions for those on a limited budget.
- Serving 825 hosts twice weekly by email.

❖ **Digital-only release packages available on request for singles, EPs, and albums.**

❖ **Pitching video and song debuts (\$200)**

❖ **Two-hour career planning sessions for \$50.**

❖ **Mailing and printing services without promotion also available.**

Example Album, single, or EP Fee Packages with CDs for Art Menius Radio. Final proposal will be customized for each client.

NB: Surcharges for jewel case packaging and non-domestic mailing to increased postage costs.

Contact me for digital-only pricing

All Packages Include

- Create a timeline for promotion
- Host streaming and AirPlay Direct
- Make the album available for media downloads using the assets and mp3 and WAV files. Client will supply WAV and MP3 320 files encoded with metadata (artist, title, album).
- Post in NACC Going for Adds/Music Meeting Directory Going for Adds
- Service more than 350 download-friendly hosts worldwide. These will not be serviced with CDs.
- Promote to FolkDJ listserv and Facebook page
- Be available for consultation
- Provide airplay reports
- Track any chart activity
- Service additional hosts requesting CDs

\$1250 is a hybrid DIY and professional promotion option

- Provide mailing labels or spreadsheet for up to 175 programmers from my extensive radio database for Artist to use for mailing the CD, one-sheet, and provide their email addresses for Artist's follow up.
- Help Artist to craft a one-sheet and track card, which Artist will have printed.
- One AirPlay Direct DPK blast to 725 programmers

- Email roughly 825 folk radio hosts, including all The Folk Chart (formerly FolkDJ0, NACC Americana, FolkDJ, Grassicana, Bluegrass Today, Bluegrass Unlimited, and Roots Music Report reporters with announcements in my weekly newsletter for four weeks.
- Follow up with individual hosts including thanks to those who play for four weeks

\$1900 including normal expenses for mailing and printing is standard service

- Pitch the premier of one video or single and promote the digital single thereof to radio for three weeks
- From my database prepare a list of up to 175 programmers (by mutual agreement, more or fewer can be included for an additional charge for time, postage, and printing) including all genre appropriate FolkDJ reporters and other key influencer hosts in folk, in addition to many Americana, NACC Folk, and Roots Music Report reporters, to which I will mail CDs. Client will supply CDs, without shrink wrap, and entered in Gracenote.
- Create and have printed the one-sheet and track card or sheet.
- Two AirPlay Direct DPK blast to 725 programmers
- Include the album in my weekly email newsletter to roughly 825 folk hosts, including all FolkDJ, NACC folk, and Roots Music Report reporters each Friday throughout the eight-week period
- Track airplay such as can be done reasonably (through FolkDJ, Spinitron, and NACC playlists, web searches, contacts with individual DJs), thank, and followup with DJs who play material and provide airplay reports to client for six weeks

\$2500 including normal expenses for mailing and printing is full service

- Pitch the premier of two videos/songs and promote the digital singles thereof to radio for three weeks each
- From my database prepare a list of up to 225 programmers (by mutual agreement, more or fewer can be included for an additional charge for time, postage, and printing) including all genre appropriate FolkDJ reporters and other key influencer hosts in folk, in addition to many Americana, NACC Folk, and Roots Music Report reporters, to which Menius will mail CDs. Client will supply CDs, without shrink wrap, and entered in Gracenote.
- Create and print the one-sheet and track card or sheet.
- Set up an Airplay Direct page and promote using their DPK feature thrice
- Include the album in my weekly email newsletter to roughly 825 folk hosts, including all FolkDJ, NACC folk, and Roots Music Report reporters each Friday throughout the eight-week period
- Track airplay such as can be done reasonably (through FolkDJ, Spinitron, and NACC playlists, web searches, contacts with individual DJs), thank, and followup with DJs who play material and provide airplay reports to client for eight weeks

\$3100 all-inclusive includes the full service above plus -

- Pitch the premier of another videos/song and promote the digital single thereof to radio for three weeks each for a total of three single promotions
- Mail up to 250 CDs
- Station by station airplay tracking attempting to capture as many plays as possible
- An additional post to folkDJ
- Expanded direct followup with programmers
- Pitching interviews and in-studio performances
- An additional two weeks of tracking, thanking, and reporting for a total of ten weeks