



Art Menius Radio

art@artmenius.com

919-675-2787

<https://artmeniusradio.com>

Radio Promotion Services that are:

- Customized for each client across a broad range of services, genre, geographic area, and budgets, adjusting duration and number of CDs to fit the latter.
- One-stop including not just promotion but printing, mailing, downloads, streaming, and lots more. As noted below, **packages include color laser printing and mailing at the 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.
- Employing my massive databases of more than 1000 programmers (maintained since 1984), more than 800 programmer email addresses, and more than 10,000 plays.
- Offered in DIY and consulting versions for those on a limited budget.
- Serving 850 hosts twice weekly by email.

Mailing and printing services without promotion also available.

Instead of full promotion, Art Menius Radio can

- Create a custom CD mailing list to fit your recording and goals.
- Print a two-sided one-sheet and track sheet. (Designing same for an additional \$50).
- Mail out the CDs.
- Under normal circumstances, the cost for all this would be \$3.50 per unit.

All promotional packages and fees can be modified to fit the project and its budget.

US\$250 Digital Single Promotion Packages Include

- Creating a timeline for promotion
- Pitching the premier of one video or song
- Hosting Soundcloud streaming
- Hosting AirPlay Direct and sending one DPK blast to more than 800 programmers
- Designing and writing copy for one-sheet and designing track sheet using copy by client
- Hosting media downloads using the assets and mp3 and WAV files provided by the client.
- Posting in NACC Going for Adds/Music Meeting Directory Going for Adds
- Digitally servicing more than 900 hosts, including all FolkDJ, NACC folk, Bluegrass Unlimited, AMA, and Roots Music Report reporters, by email with **Tuesday new release eblast** for three weeks and **Friday newsletter** for four weeks.
- Promoting to FolkDJ listserv and Facebook page
- Providing consultation.
- Tracking airplay such as can be done reasonably (through FolkDJ, Spinitron, and NACC playlists, web searches, contacts with individual DJs), thanking and following up with DJs who play material, and providing airplay reports to client for four weeks.
- Tracking any chart activity.

US\$1200 Digital Album or EP Promotion Packages Include the above plus:

- Including in my weekly Friday newsletter for six weeks.
- Tracking airplay and following up with individual hosts for six weeks

US\$1900 Standard CD Promotion including normal expenses for mailing and printing in addition to the above:

- From my database prepare a list of up to 175 programmers (by mutual agreement, more or fewer can be included for a pro-rated additional or reduced 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.
- Creating and printing the one-sheet and track card or sheet (or track card if preferred).
- Two AirPlay Direct DPK blasts
- Including in my weekly Friday newsletter for six weeks.
- Servicing additional hosts requesting CDs.
- Track airplay such as can be done reasonably done, thank, and follow up with DJs, and provide airplay reports to client for six weeks.

US\$2500 Full CD Promotion including normal expenses for mailing and printing in addition to the above

- Pitch the premier of two videos/songs and promote the digital singles thereof to radio for three weeks each.
- Mailing CDs to up to 225 programmers (by mutual agreement, more or fewer can be included for an additional charge for time, postage, and printing).
- Including in my weekly Friday newsletter for eight weeks.
- Track airplay such as can be done reasonably done, thank, and follow up with DJs, and provide airplay reports to client for eight weeks.

US\$3000 Platinum CD Promotion including normal expenses for mailing and printing includes the full service above plus -

- Pitch the premier of three videos/songs and promote the digital singles thereof to radio for three weeks each.
- Mailing up to 275 CDs
- Detailed airplay tracking attempting to capture as many plays as possible.
- Three posts to FolkDJ listerv.
- Three AirPlay Direct DPK blasts
- Pitching interviews and in-studio performances.
- An additional two weeks of tracking, thanking, following up, and reporting for a total of ten weeks.

Other services -

- **Pitching video and song debuts only (US\$100)**
- **Career advice for US\$40 per half hour. Deducted from fee if we eventually work together.**

Download my free folk radio promotion ebook from <https://artmeniusradio.com>