



Art Menius Radio

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<https://artmeniusradio.com>

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Radio Promotion Services that:

- Are **flexible** in price and scope and **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.
- Provide one-stop solutions including not just promotion but printing, mailing, downloads, streaming, and lots more. The Standard and above CD packages **include printing and mailing**.
- Focus on The Folk Chart and NACC Folk Chart, but digital (occasional CD) service provided across diverse folk and roots genre and charts with a goal of maximizing total airplay.
- Use my massive databases of more than 1000 programmers (maintained since 1984), 1000 programmer email addresses, and 20,000 plays, serving 1000 hosts twice weekly by email.
- Offered in DIY and consulting versions for those on a limited budget.

Mailing, printing, and support services without promotion are also available.

Instead of full promotion, Art Menius Radio offers options for the budget conscious and DIY including

- Creating a custom CD mailing list to fit your recording and goals for to handle mailing.
- Handling all aspects of the mailing including list, printing two sided one-sheet and track sheet, preparing and mailing the CDs to a custom list. (under most circumstances \$4 per unit)
- Mailing out CDs to your list with or without printing
- Providing digital delivery services, such as download, streaming, AirPlay Direct, and direct email

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

US\$250 Digital Single Promotion Packages Include

- Creating a timeline for promotion
- Hosting Soundcloud streaming
- Hosting AirPlay Direct and sending one DPK blast to more than 1000 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 1000 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
- 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 six weeks.
- Tracking chart activity.
- Pitching the premier of one video or song if desired for an additional \$50

US\$1000 Digital Only Album or EP Promotion Packages Include the above plus:

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

- Pitching the premier of one video or song if desired

US\$2000 Standard CD Promotion including normal expenses for mailing and printing in addition to the above:

- From my database prepare a list of up to 150 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
- Multiple FolkDJ listserv posts
- Including in my weekly Friday newsletter for eight 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 eight 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 200 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 ten weeks.
- Track airplay such as can be done reasonably done, thank, and follow up with DJs, and provide airplay reports to client for ten 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 250 CDs
- Detailed airplay tracking attempting to capture as many plays as possible.
- Three or more posts to FolkDJ listserv.
- 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 twelve 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.

NB:

- Additional surcharges for jewel cases and additional non-USA mailing
- Client may assume ownership of their AirPlay Direct site at end of the campaign