



Folk Radio Promotion and Promo Printing & Mailing

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Art Menius
Radio and
Mailing Service
artmeniusradio.com



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Radio promotion services to North American folk radio 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 FAI 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 August 1984), 1000 programmer email addresses serviced twice weekly, and 25,000 plays since 2019.
- Offered in DIY versions, consulting, or printing & mailing only 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. (less than \$3.50 per unit for 4-panel wallets)
- 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 below can be modified to fit the project and budget.

All fees including CDs are based on CD Wallets or very thin digipaks. Thicker packages double postage (a \$1.60 per unit increase). Fees include no more than 5 CDs outside USA.

US\$275 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 a final airplay report to client for five weeks.
- Tracking chart activity.

- Pitching the premier of one video or song to a web publication if desired for an additional \$50. Requires one month lead time minimum.

US\$1200 Digital Only 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
- 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 **custom list** of up to 150 programmers including all genre appropriate FolkDJ and NACC reporters and other key influencer hosts in folk, in addition to reporters to other charts 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
- 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

- Promote a digital single to radio and pitch the premier of a video thereof.
- Mailing CDs to up to 200 programmers
- 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 -

- Promote two digital singles to radio and pitch the premiers of a video thereof.
- Mailing up to 250 CDs
- Detailed airplay tracking attempting to capture as many plays as possible.
- At least 3 posts to FolkDJ listserv.
- Three AirPlay Direct DPK blasts
- Pitching interviews and in-studio performances.
- Tracking, thanking, following up, and reporting at greatest depth for a total of twelve weeks.

Other services -

- Pitching video and song debuts only (US\$100)
- Promo campaign coordination with publicist and other format promoters (US\$500)
- 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