



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. Most 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 its **massive databases** of more than 1000 programmers (maintained since August 1984), 1000 programmer email addresses serviced twice weekly, and more than 30,000 plays since 2019.
- Offered in DIY versions, consulting, or printing & mailing only for those on a limited budget.

Three basic options for working with Art Menius Radio

1. Full promotion by Art Menius Radio based on packages below
2. A hybrid professional/DIY promotion guided by Art Menius Radio using its resources
3. Mailing or digital services without promotion as described below

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 or mailing out CDs to your list
- Handling all aspects of the mailing including list, printing two sided one-sheet and track sheet, preparing and mailing the CDs, or
- Curating a list for you to handle mailing
- 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 CD mailings are based on CD wallets with 1/8-inch spines; printing on 1 side 4C. Thicker packages double postage (a \$1.81 per unit increase). Fees include no more than 5 CDs outside USA.

All Promotion Packages Include (unless agreed otherwise):

- Creating a timeline for promotion
- Hosting Soundcloud streaming
- Hosting AirPlay Direct and sending DPK blast(s) to more than 900 programmers
- Designing and editing or writing copy for one-sheet and 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 system
- Digitally servicing more than 1000 hosts, including almost 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 the agreed upon period.

- Promoting to FolkDJ listserv and Facebook page
- Tracking airplay such as can be done reasonably, thanking and following up with DJs, and providing airplay reports to client .
- Tracking chart activity.

US\$275 Digital Single Promotion Packages Include

- Including in my weekly Friday newsletter and tracking airplay and following up with individual hosts for four weeks

US\$1200 Digital Only Album or EP Promotion Packages Include:

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

US\$2100 Standard CD Promotion including normal expenses for mailing and printing in addition to the above:

- Preparing a **custom list** of up to 150 programmers that need CDs rather than digital including all genre appropriate FolkDJ and NACC reporters and other key influencer hosts in folk, in addition to reporters to other charts, to which Art Menius Radio will mail CDs. Client will supply CDs without shrink wrap and entered in Gracenote.
- Printing the one-sheet and track sheet
- At least one FolkDJ listserv post
- Including in my weekly Friday newsletter and tracking airplay and following up with individual hosts for eight weeks
- Servicing additional hosts requesting CDs.

US\$2600 Gold CD Promotion including normal expenses for mailing and printing in addition to the above

- Mailing CDs to up to 200 programmers
- At least two FolkDJ listserv posts and AirPlay Direct DPK blasts
- Including it in my weekly Friday newsletter and tracking airplay for ten weeks.

US\$3100 Platinum CD Promotion including normal expenses for mailing and printing includes the services above plus -

- Mailing up to 250 CDs
- Detailed airplay tracking attempting to capture as many plays as possible.
- At least three posts to FolkDJ listserv.
- Pitching interviews and in-studio performances.
- Including it in my weekly Friday newsletter with most thorough tracking, thanking, following up, and reporting at greatest depth for a total of twelve weeks.

Other services -

- Pitching video and song debuts to a web publication. Requires one month lead time minimum. (US\$100)
- Promo campaign coordination with publicist and other format promoters (US\$500)
- Career advice for US\$30 per half hour. Deducted from fee if we eventually work together.

NB:

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