

Three basic options for working with Art Menius Radio

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

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

Art Menius Radio offers **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.
- Primary focus on **The FAI Folk Chart and NACC Folk Chart** with additional success on **Bluegrass Unlimited and Bluegrass Today charts**, with digital (occasional CD) service provided across diverse folk and roots formats with a goal of maximizing total airplay.
- Use its **massive databases** of more than 1100 programmers (maintained since August 1984), 1150 programmer emails, and more than 60,000 plays since 2019.

“Art did an absolutely wonderful job promoting my album to folk radio for a very reasonable fee, with terrific results. He laid out everything he would do beforehand in a clear way and did exactly what he promised, plus he talked me through lots of tech stuff about promotion I needed to do myself that was incomprehensible to me. I highly recommend him and his services. Plus he’s a lovely guy to boot.” - Lucy Kaplansky

Another banner year in 2023

FAI Folk Chart : Albums: 2 #1; 8 Top 5, 29 Top 20, 41 charted altogether

Songs: 2 #1, 6 Top 5, 31 Top 20

NACC Folk Chart : 5 Top 10, 16 Top 30 releases; **17 #1 on Top 5 Folk Adds Charts**



ART MENIUS RADIO & MAILING SERVICE

artmeniusradio.com

Phone: 443-605-4355

Email: art@artmenius.com

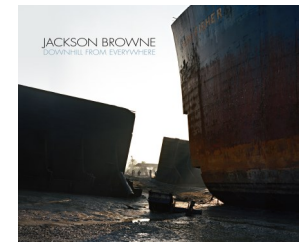
Radio Promotion by Art Menius Radio and Mailing Service

artmeniusradio.com

art@artmenius.com

443-605-4355

Flexible, affordable promotion from a DJ's perspective to North American folk radio customized for your budget and goals by a 41-year roots music veteran



Customizable Radio Promo Packages 2024

Let's talk—I can develop a proposal for optimal use of almost any budget. I can develop custom proposals to specific budgets.

All promotional packages below can be modified to fit the project and budget including programs with the client mailing the CDs.

All Promotion Packages Include

- Hosting Soundcloud streaming
- Hosting AirPlay Direct and sending DPK blast(s) to more than 1000 programmers
- Designing and editing copy for one-sheet and track sheet using copy provided by client
- Hosting media downloads using the assets and MP3-320 and WAV files provided by the client and ensuring that these files are properly prepared.
- Posting in NACC Going for Adds/Music Meeting Directory Going for Adds system
- Digitally servicing more than 1150 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 with # of posts depending upon available news
- Tracking airplay such as can be done reasonably, thanking DJs, and providing airplay reports to client .
- Tracking chart activity.

US\$2300 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 thanking individual hosts for eight weeks
- Servicing additional hosts requesting CDs.

US\$2800 Gold CD Promotion including normal expenses for mailing and printing in addition to the above

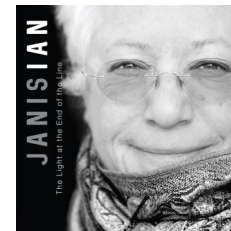
- Mailing CDs to up to 200 programmers
- At least two FolkDJ listserv posts and AirPlay Direct DPK blasts
- Including it in my weekly Friday newsletter and thanking and tracking airplay for ten weeks.

US\$3300 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 thorough tracking, thanking, following

up, and periodic reporting for a total of twelve weeks.

NB: Fees above are based on CD wallets with 1/8-inch spines; printing with only 1 side 4C. Thicker packages double postage (a \$2.00 per unit increase). Fees include no more than 5 CDs outside USA.



US\$275 Digital Single Promotion Packages Include

- Promoting in my weekly Friday newsletter and tracking airplay and thanking individual hosts for four weeks

US\$1400 Digital Only Album or EP Promotion Packages Include:

- Promoting in my weekly Friday newsletter and tracking airplay and thanking individual hosts for six weeks

US\$1600 Client mails CDs promotion Packages Include:

- Promoting in my weekly Friday newsletter and tracking airplay and thanking individual hosts for seven weeks
- Provide 150 CD custom mailing list to which client will mail CDs and one sheets