

The Art Menius Radio Advantage:

Radio promotion services that:

- Are based in his 18-years **experience as a folk DJ**
- **Are fully documented** in a letter of agreement
- Are **flexible** in price and scope and **customized** for each client
- Offer **your one stop solution** with radio promotion, CD mailing, digital distribution to radio, and one-sheet/track sheet printing from a single source,
- Focus on **The FAI Folk Chart and NACC Folk Chart** with a goal of also maximizing total airplay.
- Provide **sustained and extensive digital promotion** across several channels
- Use its **massive databases** of more than 1000 radio mailing addresses (maintained since August 1984), 1100+ emails (used twice a week), and more than 70,000 plays
- Include exquisite **customer service**

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

Art Menius Radio offers CD mailing services without promotion too!

- 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

9/22/2025

“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 2024

FAI Folk Chart : Albums: 2 #1; Ten Top 5, 27 Top 20, 54 charted altogether

Songs: 2 #1, Nine Top 5, Forty Top 20

For the Year: Four of Top 15 albums

NACC Folk Chart : Three Top 10, 14 Top 30 releases; **16 #1 on Top 5 Folk Adds Charts**

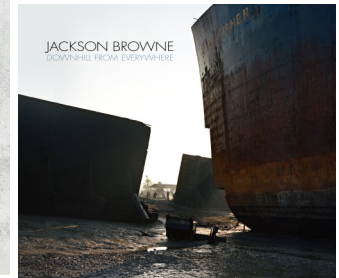
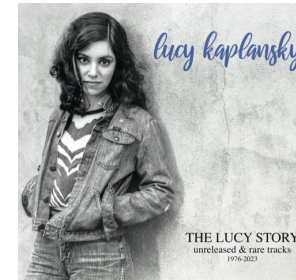


ART MENIUS RADIO & MAILING SERVICE

<https://artmeniusradio.com>

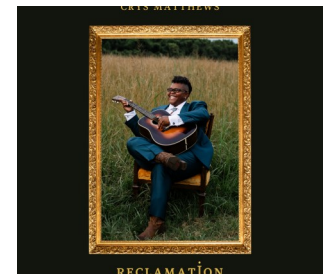
Phone: +1 443-605-4355

Email: art@artmenius.com



Flexible, affordable, wide reaching promotion from a DJ's perspective to North American folk radio by a 42-year roots music veteran

**Folk Radio
Promotion By
Art Menius
Radio**
artmeniusradio.com



Customizable Radio

Let's talk—All promotional packages below can be modified to fit the project and budget. I can develop a proposal for optimal use of almost any budget.



All Promotion Packages Include

- Digitally servicing nearly 1200 hosts, including almost all FolkDJ, NACC folk, and *Bluegrass Unlimited* reporters, by email with **Tuesday new release eblast** for three weeks and **Friday newsletter** for the agreed upon period.
- Promoting to FolkDJ listserv
- Hosting media downloads using the assets and MP3-320 and WAV files provided by the client and ensuring that these files are properly prepared.
- Hosting Soundcloud streaming
- Hosting AirPlay Direct (APD) and sending DPK blast(s) to more than 1100 programmers
- Designing one-sheet and track sheet using copy provided by client
- Posting in NACC Going for Adds/Music Meeting Directory Going for Adds system
- Tracking airplay such as can be done reasonably, thanking DJs, and providing airplay reports to client.
- Tracking chart activity.

Promo Packages By

Packages including CD Mailing and printing one sheets/track sheets

US\$2500 Standard CD Promotion includes in addition to the above:

- Preparing and mailing CDs to a **custom list** of up to 150 programmers that prefer CDs including all genre appropriate FolkDJ and NACC reporters and other key influencer hosts in folk.
- Printing the one-sheets and track sheets
- At least one FolkDJ listserv post
- Including in weekly Friday newsletter and tracking airplay and thanking individual hosts for eight weeks
- Servicing additional hosts requesting CDs.

US\$2950 Gold CD Promotion includes 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\$3500 Platinum CD Promotion 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 and AirPlay Direct DPK blasts
- Including it in my weekly Friday newsletter with thorough tracking, thanking, following up, and periodic reporting for a total of twelve weeks.

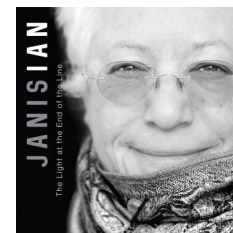
NB: Fees above are based on CD wallets with 1/8-inch spines; printing with 1 side 4C. Thicker packages double postage (a \$2.00 per unit increase). Fees include up to 5 CDs outside USA.

Art Menius Radio

Packages Not Including CD Mailing

US\$1650 Client mails CDs promotion Package Includes:

- 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



US\$1500 Digital Only Album or EP Promotion Package Includes

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

US\$275 Digital Single Promotion Package Includes

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

