

## The Art Menius Radio Advantage:

### Radio promotion services that:

- Are based on his 18-years **experience as a folk DJ—radio promo from a DJ's POV**
- **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**

### Four 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
4. Limited one time promotions

### 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

1/15/2026

“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 2025

*FAI Folk Chart: Albums:* Two #1; Ten Top 10, 31 Top 25, 40 charted altogether

*Songs:* 3 Top 5, 31 Top 25

*Artists:* Two #1, 7 Top Ten

*NACC Folk Chart:* Four Top 6, 9 Top Thirty; **14 #1 on Top 5 Folk Adds Charts**



ART MENIUS RADIO & MAILING SERVICE

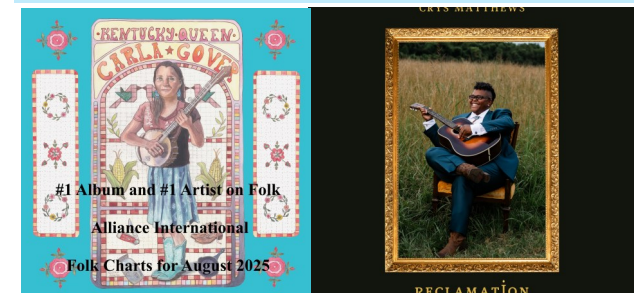
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**Flexible, affordable, wide reaching promotion from a DJ's perspective to North American folk radio by a 43-year roots music veteran**



## 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 more than 1100 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\$1600 Client mails CDs promotion Package Includes:**

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

