

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

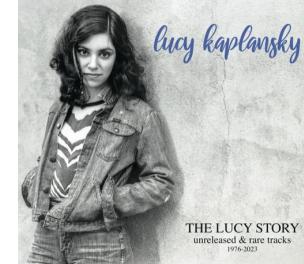
FAI Folk Chart: Albums: Two #1; Ten Top 10, 31 Top 25, 40 charted altogether
Songs: 3 Top 5, 31 Top 25
Artists: Two #1, 7 Top Ten

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

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 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 six 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

