

The Art Menius Radio Advantage:

Radio promotion services from a veteran DJ's perspective that:

- Are based on his 19-years **experience as a folk DJ**
- **Are transparent and fully documented** in a letter of agreement
- Are **flexible** in price and scope and **customized** for each client
- Provide **your one stop solution** with radio promotion, CD mailing, digital distribution to radio, and printing from a single source,
- Focus on **The FAI Folk Chart and NACC Folk Chart** with a goal of also maximizing total folk airplay in North America.
- 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 75,000 plays
- Include exceptional **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. **Limited one time promotions—contact me**
4. Mailing or digital services without promotion as described below

Art Menius Radio also offers CD mailing services without promotion!

- 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

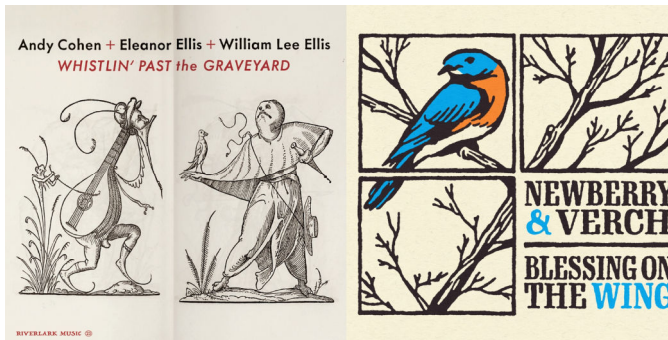
5/24/2026

“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, Thirty-one Top 25, Forty charted altogether
Songs: Three Top 5, Thirty-One Top 25
Artists: Two #1, Seven Top Ten

NACC Folk Chart: Four Top 6, Nine Top 30;
14 #1 on Top 5 Folk Adds Charts



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Flexible, affordable, wide reaching promotion from a DJ's perspective 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 for FAI chart reporters
- Posting in NACC Charts Going for Adds/Music Meeting Directory Going for Adds system
- 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
- Tracking airplay, 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

