

Wanting to promote a new song on Texas radio is a smart move—but figuring out how much it costs can vary quite a bit depending on your approach. Here's a clear breakdown:

Independent Radio Promoters

These are the most common route for grassroots or regional promotion. Typical costs include:

- \$1,500 to \$10,000+ per campaign, especially when hiring a radio promoter with broader reach. This usually doesn't include postage for physical submissions.

- A more narrow DIY range: \$1,500–\$6,000 for a 3–12 week campaign.
 - Promotional campaign of an EP or full release: \$1,800–\$2,400, plus around \$750 for mailing about 300 CDs.
 - Historical reference (2002): Indie radio campaign via promoters could approach \$3,600 to \$54,850, depending on scope and scale.
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Digital-Only & More Affordable Options

If you're independent and want cost-effective digital promotion:

- Digital Radio Promotion platforms offer tiered plans:
 - 8-week (Bronze) plan: \$499
 - 12-week (Silver): \$869
 - 16-week (Gold): \$1,499
 - European-based promo services like iPluggers offer 4-week worldwide campaigns starting at ~499 EUR (~\$540 today).
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Listener Feedback & Caution

Real-world advice from musicians and industry insiders:

"They basically want \$1.5–2.5k to do a campaign."

— User experience shared on Reddit

"If a so-called 'radio station' asks for money to play your music? That's literally a crime called payola. If they want cash, it's a scam—full stop."

"An indie radio campaign is going to run you about \$25,000–\$50,000 per month for the life of the single (3–4 months). For it to be really effective you need to be on tour in those radio markets at the same time."

A mix of caution and market reality: cost and effectiveness vary widely, and beware of shady “pay-for-play” services.

Summary Table: Estimated Costs for Promoting a New Song to Texas Radio

Method	Typical Cost (USD)	Notes
Independent radio promoter	\$1,500–\$6,000 (3–12 weeks)	Cost-effective, wider reach
Indie EP/single campaign	\$1,800–\$2,400 + ~\$750 (postage)	Full release targeting radio stations
Digital promo services (DRP)	\$499–\$1,499	Digital only, guaranteed airplay via platforms
European digital campaign (4wk)	€499 (\$540)	International reach
Large-scale indie campaign	\$25,000–\$50,000/month	Multi-market, touring-heavy strategy
One-off “pay-for-play” offers	Variable—often scammy or illegal	Beware; possibly payola or deceptive services

Key Takeaways

- Budget realistically: For a Texas-focused push, expect to spend \$1,500–\$6,000 via a reputable promoter.
 - Mailing adds cost: ~\$750 for postage and mailers if still doing physical distribution.
 - Digital campaigns are cheaper: Starting around \$500–\$1,500 for online-only promotion.
 - Avoid shady offers: Legitimate pay-for-play schemes can be illegal (payola) or outright scams.
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Final Thought

When setting your budget, match it with your goals—are you aiming for local Texas radio awareness, or broader regional/national impact? Start small and scalable. Do your research, ask for references from promoters, and consider combining DIY methods with a modest airplay campaign.

Want help narrowing down Texas-specific promoters or crafting an optimal budget for your type of release? Just let me know!