



# Bay FM 88.0

"playing the music you grew up with"

## *ad.Premium*

Bay FM's **ad.Premium** package is designed for high impact, high frequency enforcement of your message.

It will create effective awareness of your business in the local marketplace and embed your business or brand name and benefits in the listener's mind, so that when they're ready to make a buying decision they already know you and your product:

### **Radio is word of mouth**

Radio advertising is like word of mouth because it comes from "a friend", the listener's station.

### **Radio is Brand Building**

Positioning a brand through a concept or an attitude is easy to achieve personally, frequently, and economically on radio.

### **Radio can also create perceived needs and wants, thus expanding your potential customer base.**

When your potential customers identify a need or a want, you will be a first point of contact. They feel they already know who you are, what you do and the benefits.

### **What Bay FM's ad.Premium Package offers:**

1. **50 x 30 second** radio commercials per week for **13 weeks**.
2. Placement of commercials across Bay FM's schedule, Monday to Sunday, 5am to midnight.
3. Bonus placements in Midnight to Dawn sessions.

### **Bay FM's Commitment to Service:**

1. Regular contact by our Bay FM Account Service Team.
2. Our Sales Manager is personally available to discuss marketing plans and needs.
3. Our Production Team is available to produce a new commercial within 2 days of copy approval.

### **Production:**

Unless commercials are supplied complete and ready for air, a production fee applies for each single voiced fully produced commercial.

**For full details on current Bay FM rates and advertising opportunities contact a Bay FM Representative,**

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