



# Bay FM 88.0

"playing the music you grew up with"

## ad.Vance

Advance your advertising message to greater heights with Bay FM's **ad.Vance** 6 month package...

Consistency is essential for creating share of mind so that when the consumer is ready to purchase, your company is positioned "top of mind" ready for the buying decision. So for your advertising, you need to "be in it for the long run".

## In it for the Long Run

### WHO WILL YOUR POTENTIAL CUSTOMERS TURN TO?

#### *Good advertising is about consistency and simplicity*

Whether it's a car, plumbing service, new computer, furniture or home improvements the decision to buy is made as a consequence of a need. When that need arises, which company will your potential customer turn to, to make their purchase?

They'll go to the first person they think of! Logically, they will turn to the company that they know – this is top of mind, or being "positioned" in the mind of the consumer so they turn to you to fulfil their required need.

Of all the mass media, Radio is best placed to allow consistent, cost efficient advertising to achieve this top of mind status for your business.

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

1. **50 x 30 second** radio commercials per week for **26 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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