



# Bay FM 88.0

"playing the music you grew up with"

## *ad.Action*

The ultimate "call to action" schedule. Bay FM's **ad.Action** package is the definitive advertising package to generate immediate response, to impart urgent information or instantly combat competitor activity.

**ad.Action is designed to create**

# maximum impact

Using Bay FM's flexibility and ability to act rapidly, the **ad.Action** package can be implemented at reasonably short notice, and costs are much lower compared to other media. Production costs are also significantly lower.

If you do use other media, by including Bay FM's **ad.Action** in your media mix, you can dramatically increase the number of consumer impacts, and get better results. You're able to hit your target "between the ears".

In the heart of your business day more people are available through radio. And radio's strength out-of-home is a big benefit. Virtually 50% of adults who've made a purchase in the past 24 hours were reached by radio within an hour of the purchase\*. You get the last word with your consumer!

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

1. **100 x 30 second** radio commercials for **1 week**.
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. Our Sales Manager is personally available to discuss marketing plans and needs.
2. Although early booking will facilitate smooth transition from plan to on-air, priority of service for **ad.Action** advertisers will ensure quick response if needed.
3. Our Production Team will be positioned to react immediately to your production needs.

### **Production:**

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

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

\*Source: Benchmark Communications

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