



# Bay FM 88.0

"playing the music you grew up with"

## *ad.Jacent*

Reach your potential customers when they're listening intently to Bay FM

The Bay FM *ad.Jacent* package places your message adjacent to one of our high-interest

## Features

When you showcase your message alongside an interesting program feature, not only are you benefiting from the concentrated attention of the listener, but you are also creating a positive image by your association... a virtual endorsement of your respected position in the marketplace.

The range of program features available for sponsorship include:

- ◆ **Behind The Wheel** - popular Motoring segments
- ◆ **Dr James Wright** - Australia's favourite media medico
- ◆ **Garden Clinic** - with Australia's gardening guru, Graham Ross
- ◆ **On this Day** - Historic Events & Birthdates
- ◆ **Beatles Break** "In Their Own Words"
- ◆ **The Passing Parade** with John Doremus
- ◆ **Your Day By The Stars** by "the astrologer's astrologer" Ray Webb
- ◆ **Chickenman** - classic radio comedy
- ◆ **The Toothfairy** - another classic radio comedy
- ◆ **Tourist Information** ("where to go, what to see") every hour
- ◆ **Community Notice Board** - regular Community Service Announcements

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

1. Credit introduction
2. Commercial adjacent to feature spot, taking advantage of high listener interest.
3. The opportunity for you to stand above and apart from your competition.
4. Bonus promotional pointers and on-air credits above and beyond your advertising schedule.

**For full details on individual Bay FM Feature opportunities ask your Bay FM Representative, and a tailored package will be prepared for you.**

---

Bay FM 88.0 PO Box 511 Nelson Bay NSW 2315 02-4984 4673

Fax: 02-4984 4673

Feedback Line: 02-4984 4646

E-mail: radiobayfm@bigpond.com

ABN 59 456 702 914