



# Bay FM 99.3

"playing the music you grew up with"

## ad.Jacent

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

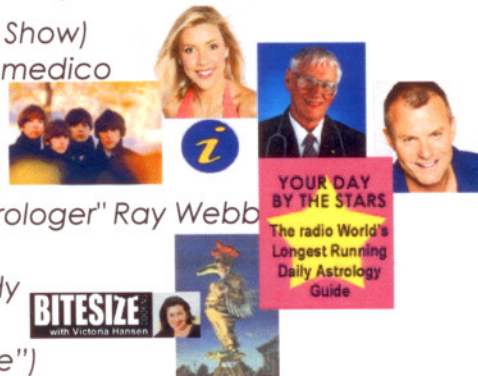
The Bay FM *ad.Jacent* package places your message adjacent to one of our high-interest

# 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:

- ◆ **Getaway** (from the popular Nine Network TV Show)
- ◆ **Dr James Wright** (Australia's favourite media medico)
- ◆ **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
- ◆ **BiteSize Cooking** - with Victoria Hansen
- ◆ **Tourist Information** ("where to go, what to see")



Features currently sponsored include: Beatles Basement, Far Out, Behind the Wheel, In The Garden and The Garden Clinic Check their availability with your Bay FM Representative.

### 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.**

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