



# Bay FM 88.0

"playing the music you grew up with"

## *ad. Vantage*<sup>TM</sup>

Bay FM's **ad.Vantage** 12 month package allows you to build and maintain effective awareness of your business in the local marketplace with a consistent and frequent reminder of:

**Who you are  
What you do, and  
Where and How you can be found**

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 and what you do.

You can save your advertising dollars with smaller advertisements in expensive Yellow Pages and other directories. New customers who are fulfilling an existing need or want search directories for business names they have already heard of.

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

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

1. 5 Minutes of radio advertising per week.  
Either as 20 x 15 second radio commercials per week,  
Or 10 x 30 second commercials per week
2. Over 50% of commercials will appear **between 5am and 7pm** each day.
3. **Additional** "call to action" or "Sale" campaigns can be placed **at the same economical rate.**
4. **Save over 64%** on standard rates.
5. **Protection from any rate increases** for the term of your 12 month contract period
6. **Easy Payment** – Payments monthly in advance by Credit Card or Direct Debit.

### **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 applies for each single voiced fully produced commercial.

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

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

Feedback Line: 02-4984 4646 E-mail: radiobayfm@bigpond.com

ABN 59 456 702 914