



# Bay FM 88.0

"playing the music you grew up with"

## *ad.Impact*

Add superior impact to your advertising and enhance your overall campaign!

Bay FM's **ad.Impact** package is the ideal short-term, **high frequency** advertising campaign with placement to really "bring home" your message.

Perfect for monthly seasonal campaigns, sale months and for reinforcement of your advertising in other media.

Bay FM's **ad.Impact** package can help you reach new customers. Your market changes constantly. Whether it's new residents in the area or newcomers to your target market, you need to reach these potential new customers with messages about your products or services.

Lifestyle and buying habits change. While existing customers may no longer require your products or services, people who were not previously in the market for what you have to offer may now be prime customer prospects. A short-term high frequency schedule on Bay FM is the perfect strategy for impacting these potential new customers.

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

1. **50 x 30 second** radio commercials per week for **4 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 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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