



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:

- ◆ **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
- ◆ **Gardening Tips** - from Gardens & Outdoor Living Magazine
- ◆ **Tourist Information** ("where to go, what to see") every hour
- ◆ **Real Estate Tips** with Kevin Turner



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

1. Credit introduction
2. Commercial adjacent to feature spot, *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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