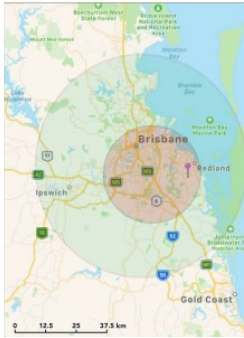


## Just Great Coverage

Your radio station, exclusively regionally licenced specifically for the community of greater Redlands Coast, Bayside and South East Brisbane corridor.

And with the only broadcast transmitter on Mount Cotton, BayFM also booms across much of the Greater Brisbane area.



Plus.... Exciting news

### Our New Bayside Manly Studio Opening soon!

The primary audience reach area exceeding 315,000\*, greater than any other local media in the region.

The secondary audience reach across Greater Brisbane reaching more than 1 million.



## Contact BayFM today!

Phone: (07) 3086 0101

[sales@bayfm.org.au](mailto:sales@bayfm.org.au)

Or our sponsor team direct

[tony.edwards@bayfm.org.au](mailto:tony.edwards@bayfm.org.au) 0407 024 513

[david.westray@bayfm.org.au](mailto:david.westray@bayfm.org.au) 0407 437 050

[maree.thomson@bayfm.org.au](mailto:maree.thomson@bayfm.org.au) 0407 300 435

### What some of our sponsors say....

**Kevin Butler Wholesale...**"Amazing, on just one Saturday, BayFM marketing help me sell several cars! Listeners came from everywhere!"

**Daryl Pattemore - Pattemore's Meats....**"Have been a sponsor of BayFM for years for good reason. No better media for my business."

### Bayside Community Radio Association Incorporated

ABN 62 430 895 463

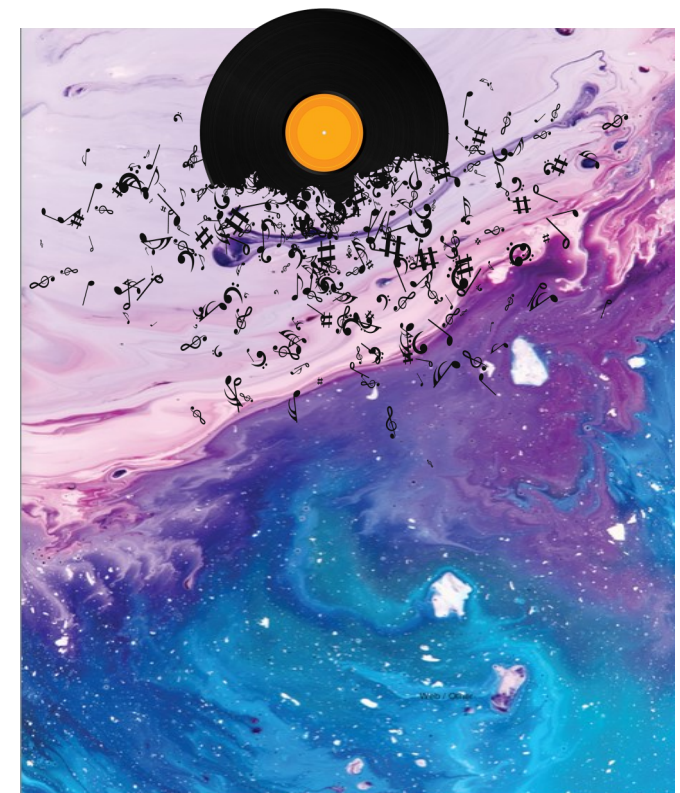
95 Cleveland Redland Bay Rd Thornlands 4164

PO Box 1003 Cleveland 4163



**Much More than  
Just Great Music....**

**BayFM is  
Just Great for Business too**



# We can build and scale a campaign to suit your needs and your budget!

## BayFM Just Great Music

From classic rock to contemporary cuts from 60's to 90's and now

## Just the right Market

39-64, and with a broader capture 35—young at heart later 60's and beyond ... our BayFM Baby Boomers!

## And...Just Exceptional Time Spent Listening

with our audiences listening on average more than 15 hours per week, every week.

## Just Unequalled Sponsor Messaging Power

With more than double the listeners than any other local single media, our sponsor messages are not lost.

With market leading "share of voice"... which means, unlike commercial radio and television who play unlimited numbers of commercials, BayFM is strictly limited to a maximum of just 5 minutes per hour of sponsor messages.

## Just Great Tariffs

### BayFM Produced Spots\*

15 Second spots \$13 + gst

30 Second Spots \$18 + gst

45 Second Spots \$24 + gst

60 Second Spots \$29 + gst

\*Includes BayFM production using inhouse voices

### Live Announcer Spots\*

30 sec max 45 words \$40 + gst

45 sec max 70 words \$60 + gst

60 sec max 90 words \$70 + gst

\*subject to availability and day session time  
Breakfast 10% premium



## Just Great Packages

### Frequency & Placement

**A winning affordable solution to market your business, that really works.**

### Bay Trades Package 5 Week Campaign

28 x 15 sec per week/ Mon-Sun (4 spots per day 5am-9pm)

**\$660 inclusive or 30 sec campaign \$880 inclusive**

### Bay for Business Package 6 Week Campaign

35 x 15 sec spots per week (4 spots per day Mon - Sun

(Placed once in each prime day session Breakfast, Morning, Afternoon or Drive)

Plus spots placed nightly 7pm-9pm Mon-Sun

**\$1100 inclusive or 30 sec campaign \$1750 inclusive**

### Weekend Warrior Package (Subject to availability)

15 run of station spots over weekends (Fri-Sunday coverage)

Friday 3 spots 6pm -10pm, Saturday 6 spots 7am - 6pm, Sunday 6 spots 7am - 6pm

**15 sec campaign \$150 inclusive or 30 sec campaign \$220 inclusive**

### Major Bay Sponsor Package

6 months Save 5% ex gst of above

12 months Save 10% ex gst of above

### On Site Promotion and Crosses (Subject to availability)

3-4 Hours on site at your business

On site music & PA entertainment from our guest announcer DJ

Minimum 20 x BayFM promotional spots and pointers in week leading to activity

Minimum 4 x Live cross reports to BayFM

**\$880 inclusive**



### Not for Profit Fetes/On site promotion - 50% Discount

All packages includes gst and production (one spot) using inhouse BayFM voices

Campaign must be prepaid prior to commencement

External professional voices available for an additional fee **starting at \$44.**

**NB: An additional fee of \$30 plus gst for any amendments requested after final copywriting sign off**