



Bay FM 99.3

"playing the music you grew up with"

ad.Super Saver

The ultimate "call to action", Bay FM's **ad.Super Saver** combines radio advertising and direct mail coupons to generate high impact with a call to action.

ad.Super Saver is designed to create

Immediate Response

Three **ad.Super Saver** promotional packages are produced each year and distributed in April, July and October only. These packages are limited to 16 non-competing clients each.

Bay FM's **ad.Super Saver** promotional package is delivered to 10,500 households on the inner Tomaree Peninsula. With the combination of radio and direct mail advertising, you dramatically increase the impact of your advertising budget to achieve immediate results.

Every customer enquiry represents amazing opportunities .. an opportunity to make a sale AND an opportunity to build a relationship that will keep them coming back time and again.

What Bay FM's ad.Super Saver Package offers:

1. **20 x 30 second** radio commercials for **4 weeks + Direct Mail Coupon**
2. Commercials are placed across Bay FM's schedule, Monday to Sunday, 5am to midnight. (Bonus placements in Midnight to Dawn sessions)
3. Bonus 120 promotional commercials informing listeners of the "Bay Super Saver" coupon leaflets
4. Each business will receive shared credit mention in 30 of the promotional commercials
5. Artwork and printing of 70 x 40mm coupon (as part of 1 x 1/2 x A3 leaflet)
6. Distribution via letterbox drop to 10,500 inner Tomaree households.
7. Production of a single voiced, 30 second, fully produced commercial

Bay FM's Commitment to Service:

1. Our Sales Manager is personally available to discuss marketing plans and needs.
2. Early booking will facilitate smooth transition from plan to on-air, and print production.
3. Our Production Team is positioned to react efficiently to your production needs.

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