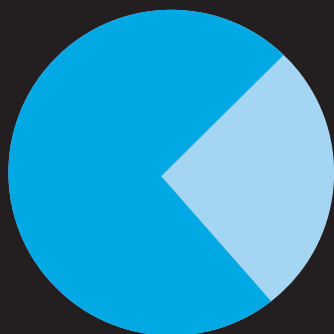


Grow your business with BayFM

BayFM is your local not for profit radio station. We're here to support all sectors of the local community and that includes your business.



30%

of Australians listen to community radio. Our listeners are keen to support businesses they hear on BayFM.

Community-minded listeners ←



Community Radio Listener Income

25% earn \$60,000-\$100,000pa
19% earn over \$100,000pa

It works!

“ We've sponsored BayFM for 4 years. The value we get from community radio is that it keeps listeners informed and up to date about what's happening at Enova, particularly on community renewable energy projects and the latest customer offers. ”
~ Felicity Stening, CEO, Enova Energy

“ When Bell and Ford opened 8 years ago we ran a sponsorship campaign with BayFM. It kickstarted our business and it has continued to work well for us. It is our preferred media because it gets results. ”
~ Annette Campbell, Manager, Bell and Ford

“ Red Ginger has been a sponsor of BayFM since we opened in 2002. Our association with BayFM over years has kept locals aware of what Red Ginger has to offer in the local food and retail community. As a business owner it is important to keep your client base aware of your services. It definitely works for us. ”
~ Leslie Ford, Owner, Red Ginger

Jeff McLeod
M 0437 884 405
E sponsorship@bayfm.org

Research : CBAA McNair Yellow Squares Listener Survey 2019

Byron and Beyond



Better cut-through

Under our community broadcasting licence, sponsorship is limited to 5 minutes per hour. No clutter and longer breaks makes your message stand out and increases its effectiveness.

Value for money rates

As a not for profit organisation our sponsorship package represents excellent value

RUN OF STATION
7am-7pm
7 days a week

CAMPAIGNS START AT
\$600

PREFERRED TIME RANGE
Breakfast, Lunch, Afternoon or Drive

CAMPAIGNS START AT
\$720



Connecting your business to customers across the Byron Shire...



Sponsorship Rates

Run of station
7 am-7 pm every day

Bay Pack 1
30 X 30 second spots @ \$20 = \$600

Bay Pack 2
60 x 30 second spots @ \$19 = \$1,140

Bay Pack 3
90 x 30 second spots @ \$18 = \$1,620

Preferred placement
Breakfast, Morning, Lunch, Afternoon or Drive

Bay Pack 4
30 X 30 second spots @ \$24 = \$720

Bay Pack 5
60 x 30 second spots @ \$23 = \$1,380

Bay Pack 6
90 x 30 second spots @ \$21 = \$1,890



Listen like a local.

Jeff McLeod
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Research : CBAA McNair Yellow Squares Listener Survey 2019

