



650 AM WSM

ADVERTISING OPPORTUNITIES

WSM offers a variety of on-air/online products that provide clients opportunities for their brand to gain maximum exposure.

Premium opportunities include, but are not limited to:

(:10) Second News/Traffic/Weather Billboard

This short promo piece is read live before or after the news/traffic/weather updates are delivered on-air/online.

(:10) Second Sports Billboard

This short promo piece is read live before or after the morning sports report is delivered on-air/online.

(:10) Second Entertainment Report Billboard

This short promo piece is read live before or after the entertainment report is delivered on-air/online.

(:10) Second Cody's Country Classic Billboard

This short promo piece is read live before or after the Cody's Country Classic Song of the Day is delivered on-air/online.

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(:10) Second 5 O'clock Spin-Off Billboard

This short promo piece is read live before or after the 5 O'clock Spin Off is delivered on-air/online.

(:30) Second or (:60) Second Commercial

This brief monologue describes the benefits of buying a product - YOU!

(:60) Second Personality Endorsement & Live Read

The King of radio advertising! Does your product or offer have a story to tell? Allow one of our well-known and trusted personalities to deliver a unique endorsement with their own personal spin.

Presenting Day-Part Sponsorship Opportunities

Become the brand associated with our unique day-part shows and take advantage of invaluable advertising and sponsor assets.

Available opportunities include:

- Coffee, Country & Cody
- WSM @ Work
- The Ride Show
- The Eddie Stubbs Show
- The All Nighter
- Sunday Down South
- Essential Bill Cody

WSM Studio Sponsorship

Become the brand associated with our broadcast studio and take advantage of invaluable advertising and sponsor assets.

WSM Hotline Sponsorship

Become the brand associated with our busy listener phone hotlines and take advantage of invaluable advertising and sponsor assets.

Station Inn Session Sponsorship

Become the brand associated with our Station Inn Session broadcast, a monthly live interview and performance show from a bluegrass, Americana, or country favorite from the storied Station Inn, in the hip Gulch area of downtown.

WSM Event Sponsorship

Become the brand associated with one of our many live events and take advantage of invaluable advertising and sponsor asset. Contact us today for a calendar of available events.