



# 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.

# 650 AM WSM ADVERTISING OPPORTUNITIES

## **(: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.