



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 Opry Rewind Billboard

This short promo piece is read live before or after the Opry Rewind 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
- Nashville Today
- Route 650
- The Eddie Stubbs Show
- The All Nighter
- Opry Warm Up Show
- Opry Intermission Show
- The Music Row Show
- The At Home Show
- Sports Night
- Honky Tonkin' With Tracy Lawrence
- Off The Track
- Into The Blue

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.

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.