



ADVERTISING RATES & PACKAGES

WPLK
800AM | 98.3FM

WIYD
1260AM | 104.9FM

WWW.BASSCAPITALRADIO.COM

WPLK 386-325-5800 • WIYD 386-325-4556 • 1428 St. Johns Avenue, Palatka, FL 32177



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LET'S GO FISHING for great music & local entertainment with Bass Capital Radio!

ABOUT BASS CAPITAL RADIO

Dive into good music and community vibes with Bass Capital Radio, the radio station and podcast that brings the heart and soul of Palatka straight to your speakers! We're more than just great music, we're about celebrating the people and places that make our town so special.

Here's what makes Bass Capital Radio the soundtrack of your life:

- **Hometown Heroes:** We feature interviews and shoutouts to the amazing folks who make Palatka tick. From local business owners to hometown heroes, you'll hear the real voices that shape our community.
- **Community Updates:** Never miss a beat! We keep you in the loop on all the exciting events happening right in your backyard. From charity fundraisers to family festivals, get ready to connect with your neighbors.
- **Interactive Vibes:** We're not just broadcasting, we're having a conversation! With our new podcasting capabilities, we're bringing the station to YOU. Look out for our brand-new Bass Capital Radio mobile podcasting trailer around town—you can't miss it!





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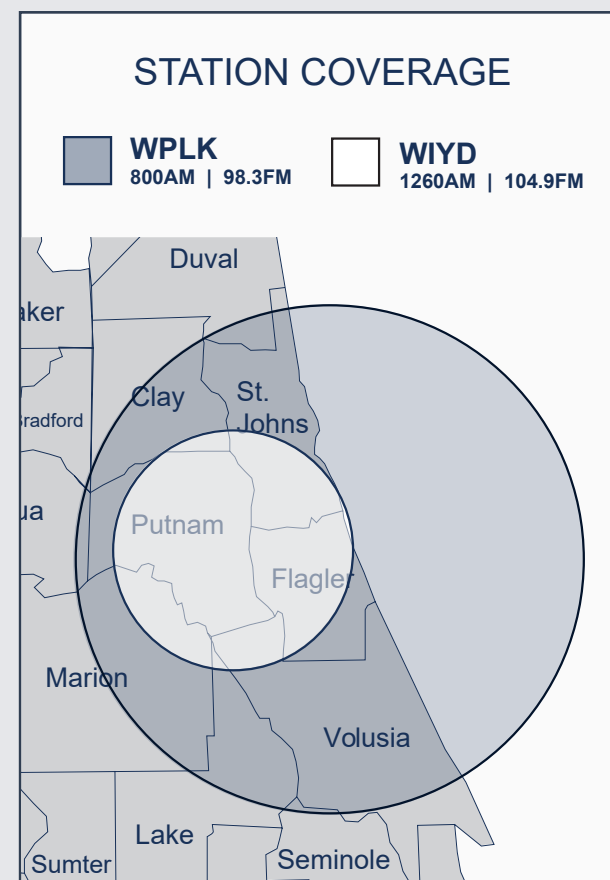
WHY ADVERTISE ON BASS CAPITAL RADIO?

Reaching Engaged Listeners

Bass Capital Radio boasts a loyal audience of hometown listeners who are passionate about our town and crave a sense of community. These engaged listeners are perfect for reaching your target market with a positive and local touch.

Join the Bass Capital Radio family and advertise with us on air! We offer a variety of advertising packages to fit your needs and budget.

Contact us today and let's chat about how Bass Capital Radio can help you connect with the vibrant community of Palatka!



For questions, please contact us at Info@BassCapitalRadio.com



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SIMPLE RATES

Bass Capital Radio is here to promote our community, it's citizens, and it's businesses. We are your link to the community! Because of this, we strive to make it as easy as possible to reach your goals.

30-SECOND SPOT	\$20
60-SECOND SPOT	\$35
3-HOUR REMOTE	\$750

TWO WAYS TO RECORD!



Simply record your ads on your mobile phone and email back to us.



Come down to the Station with your script and we'll record your ad on our equipment!

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SPORTS PACKAGE

Bass Capital Radio proudly covers all things NASCAR, Gators and Palatka High School Football on WIYD. Our loyal listeners tune in to our Station during these broadcasts to listen to exclusive updates and shows! Jump in on the action and secure a monthly sponsorship package today! Your business will be aired as a sponsor for these coveted programs that air weekly all year long on WIYD.

SPORTS PACKAGE

\$450 PER MONTH

WHAT'S INCLUDED:

NASCAR

Ads on all the NASCAR races & the Tuesday night NASCAR Talk Show

University of Florida Gators

Ads on all the Florida Gator football & basketball games, & all the Gator Hotline talk shows

Palatka High School Football

Ads on all Palatka High School home & away football games (10 games August through November)

Also included! A 30-second daily ad on a sports show during our Morning Show, Monday through Friday.

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TALK SHOW SPONSORSHIP

Be a part of our local talk shows every day by sponsoring the show! Our talk shows air Monday through Friday, running once a morning between 7AM and 9AM. Choose between Bass Capital Radio's two local stations: WIYD's Kickin' Kountry or WPLK's The Mix.

TALK SHOW PACKAGE

**\$300 PER STATION,
PER MONTH**

SWAP SHOP SPONSORSHIP

Join in on the action of our community's Swap Shop! Every morning, Monday through Friday from 9:00AM to 9:30AM, community members are given the opportunity to buy, sell, trade, or give items away! It is a highly active time period with listeners tuning in on a daily basis, looking for their next new discovery. Sponsor Swap Shop and let our listeners discover *your* business!

SWAP SHOP SPONSORSHIP

**\$300 PER MONTH,
ON ALL STATIONS**

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LOCAL WEATHER SPONSORSHIP

Snag a sponsorship for the local weather coverage. The package plays an intro cart, the local weather, and then your 30-second ad. It runs each hour from 10AM to 8PM, about 40 minutes past the hour, one day a week.

LOCAL WEATHER SPONSORSHIP

\$300 PER MONTH

LOCAL NEWS SPONSORSHIP

Another opportunity is to sponsor the local news coverage. The package plays an intro cart, the local news, and then your 30-second ad. It runs each hour from 10AM to 8PM, about 20 minutes past the hour, one day a week.

LOCAL NEWS SPONSORSHIP

\$300 PER MONTH

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MUSIC PROGRAM SPONSORSHIPS

Reach your customers by sponsoring our weekend music programs. You'll be included in all our weekend music programs!

ALL MUSIC PROGRAMS

\$300 PER MONTH

HOST YOUR OWN SHOW

Want to directly connect with the engaged listeners of our community? Bass Capital Radio offers you the opportunity to own the mic for a dedicated 30-minute show once a week. Tailor your show to your ideal audience and become the go-to source for your field. Use your 30 minutes to educate, entertain, and establish yourself as a trusted voice in the community.

This 30-minute platform is perfect for:

- Local businesses promoting products and services.
- Experts offering insights and advice in their niche.
- Community leaders discussing important local issues.
- Hobbyists and enthusiasts sharing their passions.

HOST YOUR OWN SHOW

\$500 PER MONTH

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