



The Bay was designed to connect our advertisers with our listeners in the most powerful and cost-effective way.

The Bay is the Southern Maine's only soft adult contemporary station that plays soft and easy favorites in an uncluttered on-air environment for advertisers - just one commercial break per hour keeping the audience with the message.

The Bay is targeted to upscale baby boomers.

The Baby Boomer generation is the biggest, most-affluent consumer group in history.

Baby boomers are an important part of the market for retailers, not just because of the size of this population, but because the people in this age group are typically big spenders. They look for things that make their hectic lives easier and are willing to pay for the convenience.

Baby boomers will spend almost any amount of money on leisure activities, especially on travel as they become empty nesters.

The Bay Listener:

- Plenty of disposable income that they are eager to spend
- Are often the innovators when it comes to new, unusual or luxurious products. They are some of the first to try out new products if only for the experience of having them.
- Have busy and full lives and will often pay just a bit extra to have the convenience that might save them some time.
- Interested in preserving their youth as much as possible. Products that will do just that are sure to be a hit with them.

