

# RTÉ RADIO 1

88-90FM / LW 252 / DAB / Online

*We've got the nation talking*

## Dubai World Golf Championship 2009

Thursday 19<sup>th</sup> – Sunday 22<sup>nd</sup> November



Rory McIlroy



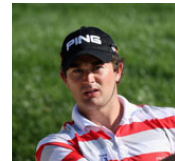
Graeme McDowell



Peter Lawrie



Damien McGrane



Gareth Maybin



Padraig Harrington

***RTÉ Radio 1's Greg Allen will be there, with live bulletins throughout the 4 day event including all the latest score updates and action from the course.***

***Advertisers can have an exclusive presence at the World's Ultimate Golf Championship with RTÉ Radio 1's bespoke 10 spot package.***

### 10 Spot Package - Full details:

Time of Bulletins	Programme Name	Day	No. of Spots
08.30	Morning Ireland - Sport	Thurs, Fri	2
11.00	Today with Pat Kenny	Thurs, Fri	2
13.40	News at One - Sport	Thurs, Fri	2
19.00	Sport @ 7	Thurs, Fri	2
14.00	Saturday Sport	Saturday	1
14.00	Sunday Sport	Sunday	1

**Cost: €4,720 – this represents a 44% saving (Media Value: €8,439)**

Based on a 20 sec ad

### Audience Delivery:

Demographic	Audience	Reach	Ave Freq	CPT
Adults 15+	711,000	20%	2.6	€2.55
Men	366,000	21%	2.5	€5.14

Source: Mediastar, Jul '08 – Jun '09