

RTÉ RADIO 1

88-90fm

We've got the nation talking

The Tubridy Show
9am -10am, Weekdays

Show Details:

With **339,000** listeners over one hour, The Tubridy Show is the number one morning magazine programme on national radio. Ryan brings his unique style, humour and intelligence to the airwaves every weekday morning. With a fresh look at Irish life it's the radio show that informs while it entertains, holding the microphone and the mirror up to Irish society.



Ryan Tubridy voted PPI Speech Broadcaster of the Year 2009

From the personal interviews to the infectious enthusiasm of the contributors, The Tubridy Show reflects the times that we live in and sets plenty of agendas.

Not forgetting the monthly Book Club and the regular outside broadcasts The Tubridy Show travel the length and breadth of the country to find out what's got people talking both locally and nationally. All this with great live music and terrific competitions too. The Tubridy Show on RTÉ Radio 1 is where it's happening!!

Sponsorship Term:

Available on six & twelve month term only.

On-air activity:

3 x 10' sponsor credited stings per day / 15 per week

390 x sponsor credited stings per six month sponsorship

780 x sponsor credited stings per twelve month sponsorship

Weekly Promo Package:

Monday: 1 x sponsor credited promo in **Morning Ireland**.

Tuesday: 1 x sponsor credited promo in **Today with Pat Kenny**.

Wednesday: 1 x sponsor credited promo in **Liveline with Joe Duffy**.

Thursday: 1 x sponsor credited promo in **Drivetime with Mary Wilson**.

Friday: 1 x sponsor credited promo in **News at One**.

Sponsorship sting – Maximum 10' in length:

"The Tubridy Show on RTÉ Radio 1 with (Sponsor) + (sponsor tag line)"

Current Sponsor: Benecol.

Sponsorship Available: Monday 4th January 2010.

Sponsorship Fee:

12 Months = €265,000

6 Months = €150,000

2009 Rate Card Value: €660,868

2009 Rate Card Value: €330,434

Sponsorship Bonus:

In addition to the extensive airtime sponsorship the sponsor will also receive Tubridy Show home page sponsorship and podcast sponsorship.

Home page activity:

Banner, Skyscraper and Logo

Average 25k page impressions p/m

Podcast activity:

1 x sponsor credited sting preceding all downloads

Average 7,500 downloads p/m.

Audience Delivery: Based on weekly radio activity only.**20 x 10' stings per week (15 in programme stings & 5 promo credited stings).**

	Audience	Reach	Ave Freq	2010/11 Fee - €265,000 Weekly Fee: €5,096	2009 Rate Card €660,868 Weekly Fee: €12,710
Adults	760,000	21.5%	7.5	€0.89	€2.22
ABC1s	371,000	25.5%	7.7	€1.79	€4.46
Housekeepers	505,000	23.9%	7.8	€1.29	€3.22
Housekeepers +	184,000	18.8%	6.8	€4.04	€10.08
25 - 44	200,000	13.8%	6.2	€4.08	€10.18
Male	382,000	21.9%	7.0	€1.89	€4.72
Female	379,000	21.2%	8.0	€1.68	€4.20

Source: Mediastar Jul '08 – Jun '09

Please Note: Terms & Conditions

- Sponsorship fee **does not include production costs.**
- RTÉ request full & final approval of all stings including scripts, voice over artist & music bed.
- All sponsorship stings are maximum eight to ten seconds.
- RTÉ Radio 1 request, a RTÉ Radio 1 representative attends production of ALL stings.
- RTÉ reserve the right to play the sting at the 'in' or 'out' of each ad break,
- This will be agreed in advance of new sponsorship term with agency & client.

For further information:

Contact Tara Farrell, Sponsorship Manager - RTÉ Radio

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Or contact your RTÉ Radio Account Manager directly.