

RTÉ RADIO 1

88-90fm

We've got the nation talking

FARM NEWS | COUNTRYWIDE WITH DAMIEN O' REILLY

For the first time ever RTÉ Radio 1 offers you a unique opportunity to reach Ireland's national farming community. Combining two individual farming / agricultural sponsorships, Weekday Farm News and on Saturday mornings Countrywide with Damien O' Reilly, this new sponsorship will deliver a six day presence on RTÉ Radio 1.

RTÉ Radio 1 Farm News: Monday to Friday at 6.25pm

Weekdays on Drivetime with Mary Wilson (249,000 listeners on average weekday) Frances Shanahan presents an update of all the days farming news.

Farm News sponsorship activity:

1 x 10' sponsor credited sting per weekday x 5 days
130 sponsor credited stings x 6 months
260 sponsor credited stings x 12 months

Countrywide on RTÉ Radio 1: Saturdays 8.10am – 9am

Presented by Damien O'Reilly every Saturday morning, Countrywide takes a look at all the news stories and issues relating to the farming industry.

Listen: <http://www.rte.ie/radio1/countrywide/>

Countrywide sponsorship activity:

4 x sponsor credited stings every Saturday
104 sponsor credited stings x 6 months
208 sponsor credited stings x 12 months

Summary of combined sponsorship activity

9 sponsor credited stings per week.
234 sponsor credited sting x 6 months
468 sponsor credited stings x 12 months.

Pre-recorded sponsorship stings:

"Farm News on RTÉ Radio 1 sponsored by (sponsor) plus (Sponsor tag line)"

"Countrywide on RTÉ Radio 1 sponsored by (sponsor) plus (Sponsor tag line)"

Sponsorship Fee:

12 month Sponsorship fee: €120,000
2009 Rate Card 12 months €174,000

6 month sponsorship fee: €75,000
2009 Rate Card 6 months €87,000

Audience Delivery for Farm Week and Farm News

Based on 12 month weekly fee of €2308

	Reach	Audience	Frequency	C.P.T.
Adults 15+	10.5%	372	3.3	€1.88
ABC1	13.0%	190	3.3	€3.73
F1F2	12.4%	35	3.5	€18.92

JNLR/TNS mrbi Jul '08 – Jun '09

Terms & Conditions:

- Sponsorship fee does not include production costs.
- RTÉ reserve full & final approval of all stings including scripts, voice over artist & music bed.
- Duration of sponsorship sting, a maximum eight to ten seconds.
- RTÉ Radio 1 representative to attend production of ALL stings.
- All sponsors are subject to programming approval & RTÉ Sponsorship Committee clearance.

For further information:

Contact Tara Farrell, Sponsorship Manager - RTÉ Radio

T: 01 208 3430

E: tara.farrell@rte.ie

Or contact your Account Manager directly

