

# RTÉ RADIO 1

We've got the nation talking

88 - 90FM / LW 252 / DAB / Online

## Election Package June 2009



**RTÉ Radio 1 on air election coverage Saturday 6<sup>th</sup> & Sunday 7<sup>th</sup> June**

### Saturday 6<sup>th</sup> June

11.00 – 14.00 **By-Elections and Local Government Results**  
*presented by Rachel English & Sean O'Rourke*

16.00 – 17.58 **By Elections and Local Government Results**  
*presented by Mary Wilson & Rodney Rice*

### Sunday 7th June

09.00 – 10.00 **Morning Ireland**  
*presented by the Morning Ireland Team*

11.00 - 13.00 **Marian Finucane Election updates**  
*presented by Marian Finucane*

13.00 - 14.00 **This Week**  
*presented by Gerald Barry and Niamh Sweeney*

21.00 – 23.00 **European Election Results**  
*presented by Rachel English & Sean O'Rourke*

## 10 spot RTÉ Radio 1 airtime Election Package

Day	Spots	Time-band
Saturday 6 <sup>th</sup> June	3 spots	11.00 - 14.00
Saturday 6 <sup>th</sup> June	2 spots	16.00 - 18.00
Sunday 7 <sup>th</sup> June	1 spot	09.00 - 10.00
Sunday 7 <sup>th</sup> June	2 spots	11.00 - 13.00
Sunday 7 <sup>th</sup> June	1 spot	13.00 - 14.00
Sunday 7 <sup>th</sup> June	1 spot	21.00 - 23.00

**30 sec RTÉ Radio 1 Election package: €4,950**

### Audience Delivery

*10 spot RTÉ Radio 1 airtime Election Package, based on cost of €4,950*

Demographic	Audience	Reach %	Freq	C.P.T
Adults 15+	569,000	16%	3	€2.98
ABC1	291,000	20%	3	€5.66
35+	504,000	24%	3	€3.25
Housekeeper	364,000	18%	3	€4.57

*Mediastar, Apr '08 – Mar '09*

**Please contact your Account Manager to secure this opportunity**

*Packages are subject to availability at time of booking*

*RTÉ Radio Sales, 18.05.09*