

## St Patrick's Day Package 2010

Around the world on the 17th March, Ireland is celebrated with parties and parades but the BIG party is here at home. Although times and purse strings are getting tighter no one knows better than the Irish how to have a great time.

Tap into the atmosphere and boost sales by celebrating our national holiday with us here on RTÉ Radio, the national broadcaster

*On Air Activity - Monday 15th March - Sunday 21st March*

RTÉ Radio 1	10 spots	RTÉ 2fm	15 spots
1 spot pre 07.00		8 spots 07.00-19.00	
1 spot 07.00-09.00		7 spots 19.00-24.00	
1 spot 09.00-12.55			
1 spot 12.55-15.00			
1 spot 15.00-16.30			
1 spot 16.30-19.00			
2 spots post 19.00			
2 spots 08.00-19.00 Sat/Sun			

Celebrate our national holiday with the 25 spot  
St Patrick's Day Package €10,000

### Audience Deliveries:

Calculated on fee of €10,000 (30 sec rate)

	Audience	Reach	Frequency	CPT
All Adults	1,184,000	34%	2	€4.19
Housekeepers	790,000	39%	2	€6.06
ABC1's	567,000	39%	2	€8.60

Source JNLR iPSOS Media Star Jan - Dec 2009

Contact your RTÉ Radio Account Manager to secure this package T: 01 2082482