

RTÉ Radio

Volvo Ocean Race Package



Come aboard with us!

RTÉ Radio is set to broadcast live, a range of radio programmes from Galway, over the duration of the race stopover in the City of the Tribes.

- Mon 25th May** **The Tubridy Show, 9.00 – 10.00am, RTÉ Radio 1**
Ryan Tubridy will present *The Tubridy Show* live from the race village at the docks in Galway.
- Mon 25th May** **Drivetime, 4.30 – 7.00pm, RTÉ Radio 1**
Live from Galway with coverage of the Ireland North and West European Elections and a tourism feature on the North Western Seaboard. *Drivetime* will give 14 children the opportunity to escort 7 skippers to their boats during the departure ceremony of the Volvo Race in Galway.
- Tues 26th May** **The Ronan Collins Show, 12.00 - 12.55pm, RTÉ Radio 1**
Ronan will be in the middle of all the action with updates on the Volvo Ocean Race and news of what is going on in the docklands that day.
- Wed 27th May** **Lyric Lunchtime with Liz Nolan, 12.30 - 2.30pm, RTÉ lyric fm**
RTÉ lyric fm's dedication show will broadcast live from Galway. The programme will feature sea shanties and listeners' favourite nautical tunes, giving a feel for the fun of this maritime celebration.
- Fri 5th June** **Seascapes, 10.00 – 11.00pm, RTÉ Radio 1**
On 5th June, the eve of the departure of the race from Galway, Seascapes, the maritime programme, will broadcast a special hour long programme live from the Race Village. The programme will also celebrate the 20th anniversary of the first broadcast of Seascapes on 2 June, 1989.

Advertisers can now gain access to these live and exclusive programmes with the

Volvo Ocean Race Package

5 spots for only €2,600 - a 28% saving against individual spots

Audience Delivery: Based on 5 spots for €2,600 (30 sec rate)

	Audience	Reach	Frequency
All Adults	411,000	13%	1.4
Adults 35+	396,000	19%	1.4
Housekeepers	297,000	14%	1.4
Men	211,000	12%	1.4
Adults 35-54	147,000	12%	1.3

Source: Mediastar Apr '08 – Mar '09

For further details, please contact your Account Manager