

RTÉ RADIO 1

88-90fm

We've got the nation talking

RTÉ Radio 1 Weekday Weather 2009 & 2010

Details & Timing:

Monday to Friday:

1 x 10' pre recorded sting will precede every weather bulletin on RTÉ Radio 1.

7am	Weather Bulletin	Morning Ireland
8am	Weather Bulletin	Morning Ireland
9am	Weather Bulletin	The Tubridy Show
10am	Weather Bulletin	Today with Pat Kenny
11am	Weather Bulletin	Today with Pat Kenny
12pm	Weather Bulletin	Ronan Collins
1pm	Weather Bulletin	News at One
3pm	Weather Bulletin	Mooney
4pm	Weather Bulletin	Mooney
5pm	Weather Bulletin	Drivetime with Mary Wilson
6pm	Weather Bulletin	Drivetime with Mary Wilson
7pm	Weather Bulletin	Drivetime with Des Cahill
8pm	Weather Bulletin	Drivetime with Dave Fanning.
9pm	Weather Bulletin	The Radio 1 Music Collection
10pm	Weather Bulletin	Documentary on One
11pm	Weather Bulletin	The Late Debate

Summary of on-air activity:

16 x sponsor credited stings per day.

80 x sponsor credited stings per week.

Current Sponsor:

Dimpco

Previous Sponsors:

EBS, Dimpco (Glen Dimplex / Morphy Richards) IIB Bank & Yakult

Available:

April, May, June, July and August **2009 & 2010** only.

2008 Rate Card Value: €1,869,010 per annum / €155,751 per month.

Sponsorship Fee: €60,000 per month
[Minimum three-month sponsorship commitment required]

Audience Delivery based on weekly sponsorship fee of €15,000.

Demographic	Reach	Audience	CPT	Average Frequency
All Adults	24.9%	877,000	€1.38	12.4
35+	34.6%	727,000	€1.53	13.5
ABC1	30.2%	439,000	€2.73	12.5
C2DE	19.6%	349,000	€3.47	12.4
25 - 44	18.0%	259,000	€6.29	9.2

Source: Mediastar Jul '07 – Jun '08

Terms & Conditions:

- Sponsorship fee does not include production costs.
- RTE require full & final approval of all stings including scripts, voice over artist & music bed.
- Duration of sponsorship sting, a maximum eight to ten seconds.
- RTE Radio 1 representative to attend production of ALL stings.
- RTE reserve the right to play the sting at the 'in' or 'out' of each bulletin, to will be agreed in advance of new sponsorship term with agency & client.

For More Information:

Contact Tara Farrell, RTÉ Radio Sponsorship Manager
Tel: 01 2083430
Email: tara.farrell@rte.ie

Or Contact your RTÉ Radio Account Manager directly

Terms & Conditions:

- *Sponsorship fee does not include production costs.*
- *RTÉ requests full & final approval of all stings including scripts, voice over artist & music bed.*
- *Duration of sponsorship sting will be maximum eight to ten seconds.*
- *RTÉ Radio 1 representative to attend production of ALL stings.*
- *RTÉ reserve the right to play the sting at the 'in' or 'out' of the show ad breaks.*
- *This will be agreed in advance of new sponsorship term with agency & client*
- *All sponsors are subject to programming approval & RTÉ Sponsorship Committee clearance.*

RTÉ Radio Sales and Marketing October 2008