

RTÉ 2fm Seven Day Sport

Breakdown of Weekly Sponsorship Activity

Monday to Friday

6.30am, 7.30am, 8.30am, 1pm, 2pm, 3pm, 4pm, 5pm, 6pm & 7pm (10 stings per day)

Saturday & Sunday

12pm, 1pm, 2pm, 3pm, 4pm, 5pm, 6pm & 7pm (8 stings per day)

Summary of Sponsorship Activity

- Total number of sponsor credited stings per week = 66
- Total number of sponsor credited stings per annum = 3,432

Sponsor credited tag Line [Maximum 10' in length]

RTÉ 2fm Sport with [sponsor] and [sponsor tag line]



Demographic	Audience	Reach	Frequency	CPT 12 Months Fee	CPT 6 Month Fee	CPT 3 Month Fee
All Adults	601,000	17.0%	5.7	€1.12	€1.23	€1.45
20-44	405,000	23.1%	5.9	€1.60	€1.76	€2.08
Housekeeper	360,000	16.7%	6.2	€1.72	€1.90	€2.24
Housekeeper+	213,000	22.0%	6.3	€2.87	€3.16	€3.73
ABC1	271,000	18.6%	5.7	€2.51	€2.76	€3.26

Source: Mediastar April '09 - March '10



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Previous sponsors of RTÉ 2fm Sport include

Wrigley's Airwave | AIB | Vodafone | Coca-Cola | Powerade

Sponsorship Cost

3 month cost - €60,000

6 month cost - €110,000

12 month cost - €200,000

2010 Rate Card Value

3 month rate card cost - €249,756

6 month rate card cost - €541,138

12 month rate card cost - €1,082,276

For further information or a full list of T&C's Contact

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OR CONTACT YOUR RTÉ RADIO ACCOUNT MANAGER

