

SUMMER SPONSORSHIP SALE 2009

Station	Show	Presenter	Number of Stings per week	Adults 15+ Monthly Audience Delivery *	3 month Sponsorship Fee
RTÉ 2fm	The Colm & Jim-Jim Breakfast Show <i>Mon - Fri 6 – 9am</i> <i>Sat: 9 - 10am</i>		54 stings per week 648 stings across 3 months	305,000 listeners per week 559,000 listeners over 3 months	€50,000 €16,667 per month
RTÉ 2fm	The All Request Lunch with Nikki Hayes <i>Mon - Fri 12 - 2.30pm</i>		35 stings per week 420 stings across 3 months	240,000 listeners per week 456,000 listeners over 3 months	€50,000 €16,667 per month
RTÉ 2fm	Will Leahy <i>Mon - Fri 5 - 7pm</i>		35 stings per week 420 stings across 3 months	145,000 listeners per week 257,000 listeners over 3 months	€50,000 €16,667 per month
RTÉ 2fm	7 Day Weather <i>Mon - Sun</i>		131 stings per week 1,572 stings across 3 months	831,000 listeners per week 1,339,000 listeners over 3 months	€70,000 €23,333 per month
RTÉ Radio 1	12 months Risin Time <i>Mon - Fri 5.30 - 7.00am</i>		30 stings per week 1,560 stings across 12 months	39,000 listeners per week 56K over 1 month	Annual Fee €50,000 €4,166 per month
RTÉ lyric fm	12 months Traffic & Travel <i>Mon – Fri Drivetime</i>		40 stings per week 2,080 stings across 12 months	70,000 listeners per week 137,000 over 1 month	Annual Fee €50,000 €4,166 per month

*Source: Mediastar April '08 – Mar '09

Terms & Conditions:

- **Sponsorship fee does not include production costs.**
- All new sponsors are subject to RTÉ Sponsorship Committee Clearance.
- 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 representative to attend production of ALL stings if so required.
- 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

For further information:

Contact Tara Farrell, Sponsorship Manager - RTÉ Radio
T: 01- 208 34 30 / E: tara.farrell@rte.ie

Or contact your RTÉ Radio Account Manager directly

RTÉ Radio Sales, 05/06/09