



Ballsbridge •
Blackrock •
DUBLIN
E Tallaght •
Dun Laoire
Dalkey
Dundrum •
Stillorgan •
Foxrock •
Shankill •
BRAY

SOUTHSIDE

RADIO

300m

Raheen House
Meath Road
Bray
Telephone
863305
868462

Local Rate Card

Effective 1 December 1979

SOUTHSIDE RADIO 300m

“Keeping You In Touch”

BASIC PEAK RATES

1 x 30 secs. Commercial	£4.00
1 x 45 sec. Commercial	£5.00
1 x 15 Minute Sponsored Show	£35.00
Jingle Production	£10.00

GROUP ADVERTISING SCHEME

A maximum of three advertisers incorporated in one 60 sec. commercial, sharing equal time £7.00

DISCOUNTS

£200.00.....	10%
£350.00.....	15%

For Further Information Ring 863305 or 868462

SOUTHSIDE RADIO

PROGRAMMES

MONDAY-FRIDAY

7.30-10.00	Hugh Brown and the Breakie Beat.
10.00-12.00	Morning Menu Programme.
12.00- 2.30	Brian Peters: The B.P. Lunch-time Longnote.
2.30- 5.00	John Ford
5.00- 7.00	Drive Time - Tea Time Show: Mon. Tue. Thur. Vici Lee. Wed. Fri. Mark Boland.
7.00- 8.00	Paul Nicholas
8.00- 9.00	Speciality Shows: Mon. - Country Music Tue. - Traditional Wed. - New Wave Thur. - Jazz Fri. - Rock & Roll
9.00-11.00	Rock Show with Hugh O'Brien: Mon. Wed. Fri. Easy Listening Show: Tue. Thur. with Brian Holland (3 yrs. New Zealand Radio) Tue. show Buy, Sell, Exchange Spot & Phone-In Requests.

SATURDAY

7.30-10.00	Breakfast Programme
10.00- 1.00	Hugh Brown (12.00-12.30 Literary Spot - Short Stories, Poems and Weekly Sarc. Spot)
1.00- 3.00	Top Twenty & New Releases
3.00- 5.00	Saturday Afternoon Rocks with Hugh O'Brien
5.00- 7.00	Mark Boland (Ex. Big D and Radio Dublin)
7.00- 9.00	Tony Allen
9.00-11.00	Easy Listening Show with Ken Byrne

SUNDAY

10.00- 1.00	F.R.C. Ireland Show: Broadcast Worldwide via Radio Condor and Westside International on S.W. (Relayed).
1.00- 3.00	Paul Nicholas
3.00- 5.00	Paul King
5.00- 7.00	Vici Lee
7.00- 9.00	Tony Allen
9.00-11.00	Ken Byrne Easy Listening

With News and Community Information Throughout the day

In the South Dublin Suburbs, there is a population of ~~23~~ 27,000 people, all within easy reach of your business. These suburbs are distinct from the rest of the city or country, because their residents command the greatest concentration of spending power in Ireland. YOU, as advertisers have a number of options open to you in your efforts to reach potential customers in this area. You have the options of using the National Broadcasting Network or Newspapers. The former covers a wider area than necessary, and therefore are an expensive means of reaching customers in your local area. Advertisements carried in newspapers may reach your customers, but will only reach them once (generally newspapers are read once only). Furthermore research by independent sources* has shown that coverage by newspapers in the area is low and fragmented. In particular evening newspapers are less effective than elsewhere in Dublin.

What you need is an advertising medium which will reach your customers economically and reach them often. With the advent of local radio, we offer you this medium. A survey carried out last year showed that 42% of Radio listeners listen to local radio.

SOUTHSIDE RADIO has been broadcasting since December 1978, and has a large listenership in your area.

We offer a wide and comprehensively balanced programme schedule, catering for the widest possible audience, (with news/info throughout the day) and we are the major radio station on the Southside of Dublin because of the strong community emphasis in all our programmes.

We invite you to examine the SOUTHSIDE RADIO schedule of programmes and to select the time which you feel would most appeal to your potential customers. One of our advertising staff will contact you in the near future. Alternatively you can contact our Advertising Department at 863305 or 868462.

*Half the housewives in South Dublin do not read a morning paper (49%).

Over one-third of housewives do not read an evening paper (41%).

81% of housewives do not read an Irish weekly magazine.

More than one-third of the adults in South Dublin do not read a morning paper (36%).

And over one-third of the adults do not read an evening paper (39%).

JNMR South Dublin Study 1978, Tables 1 and 2.

For Further Details Contact: 863305 or 868462.
BE WISE ADVERTISE ON SOUTHSIDE RADIO