

WATERFORD LOCAL RADIO



ADVERTISING RATES AND INFORMATION

Waterford Local Radio- Airpower

FIAT



CLOVER



Comfortrest
By Colclough & Sons

Granville Hotel



ardree hotel

GOADS SHOES



BURTON'S

ADVERTISING SUCCESS



Effective Advertising Through Waterford Local Radio- Airpower

Spots will be rotated from Monday to Sunday on a weekly basis within the segments booked. Subject to availability, advertisers preference for days of the week may be accepted at a surcharge of 10%. Volume discounts will be allowed on an advertisers total agreed expenditure at levels shown within a twelve month period. All rates exclude VAT which will be charged on invoice/statement at the rate prevailing at tax point.

RATECARD 1-10-81

SEGMENT RATES:		Spot Length				
Segment		Secs.	1+	28+	42+	56+
AAA		60	£7.83	£7.42	£7.14	£6.72
M-F	09.30-1400	45	£6.58	£6.30	£6.02	£5.67
Sat.	1400-1800	30	£4.48	£4.20	£3.92	£3.78
Sun.	1000-1400	15	£3.22	£3.01	£2.94	£2.80
AA		60	£5.60	£5.30	£5.10	£4.80
M-F	0630-0930	45	£4.70	£4.50	£4.30	£4.05
	1800-1900	30	£3.20	£3.00	£2.80	£2.70
Sat.	1000-1400	15	£2.30	£2.20	£2.10	£2.00
Sun.	1400-1930					
A		60	£2.99	£2.83	£2.72	£2.56
M-F	1400-1800	45	£2.51	£2.40	£2.29	£2.16
Sat.	1800-1930	30	£1.71	£1.60	£1.49	£1.44
Sun.	0800-1000	15	£1.23	£1.17	£1.12	£1.07
B		60	£1.12	£1.06	£1.02	£0.96
M-F	1900-0100	45	£0.94	£0.90	£0.86	£0.81
Sat.	0700-1000	30	£0.64	£0.60	£0.56	£0.54
	1930-2400	15	£0.46	£0.44	£0.42	£0.40
Sun.	19.30-2400					

PACKAGE PLANS & VOLUME DISCOUNTS

		Spot Length			
		Secs.	28+	42+	56+
Daytime		60	£5.25	£5.00	£4.75
		45	£4.25	£4.20	£4.00
0630-1900		30	£2.90	£2.75	£2.65
		15	£2.20	£2.10	£2.00
Total		60	£3.60	£3.40	£3.25
Audience		45	£3.00	£2.80	£2.65
		30	£2.00	£1.90	£1.80
All segments		15	£1.50	£1.40	£1.30

Volume Discounts

	1	2	3	4
	£700	£1100	£1400	£1750
	5%	10%	15%	20%

Renewal Discount

35% to established local advertisers rebooking before 1.10.'81.

For Advertising: Contact Des Whelan or Clodagh Walsh at 72248

Local Commercial Radio Has a Unique Job To Do For The Local And National Advertiser

LOCAL:

Waterford Local Radio has an overwhelming predominance in the locality it serves, reaching more people more easily than any other medium. Yet it is still run, owned and influenced by people born and bred in and around Waterford City. The flavour of the programming is uniquely local, echoing the traditions of one of Ireland's most historic towns, but changing as quickly as is needed to bring up to date information to its listeners.

NATIONAL:

Over three years of experience have given WLR's broadcasters a professional awareness of what people in the South East want to hear, both sounds and standard. We can help you target your advertising campaign to the right audience at the right time, because we know who is listening. From an independant survey and from our own place in the community we get your message to housewives at lunchtime, for example, or businessmen before they set out for work, motorists on their way home, or any one of several special interest groups. Cheaply and more important effectively.

EVERYWHERE:

You can hear the sound of WLR in cafe's and pubs, floating across the sound of traffic from car radios, on beaches on the South East Coast. In homes there's a radio in most rooms these days, so radio's message is rarely missed. Your advertising will be heard and listened to — you don't flick through the page of a radio programme.

EVERYBODY:

Radio advertising is one to one, one person advising, admiring, inviting another. What's more your advertisement can have the most luxurious location, the most beautiful music, a cast of thousands.

We can make you an advertisement set in New York or the inside of a matchbox: in pouring rain, in arid heat: with a sixty piece orchestra or a chorus of nightingales. Our sound effects and music library is at your disposal, imagination does the rest.



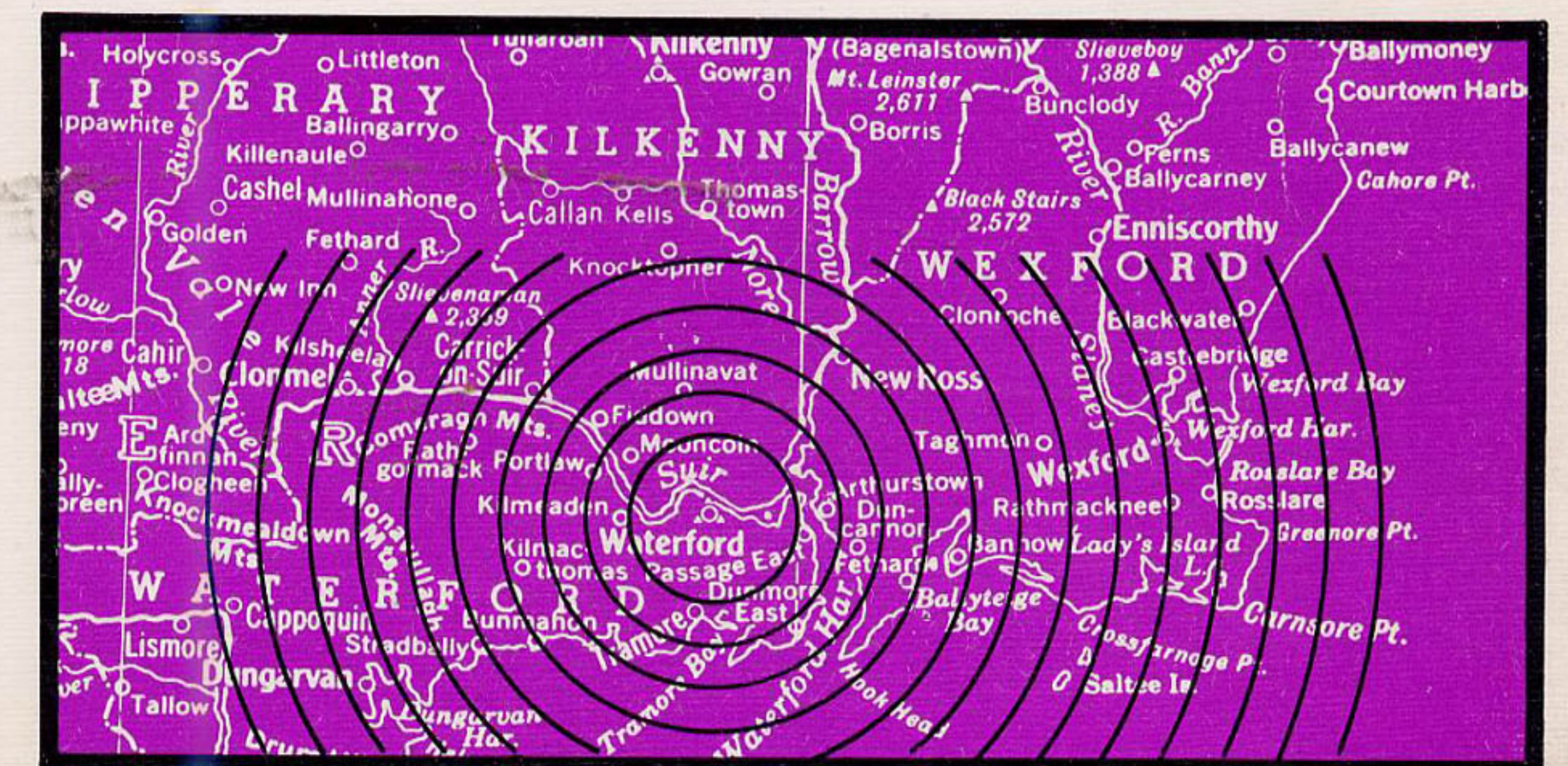
Our Team

Results for workday programming show an encouragingly high daily rating of 18% for Dermot Graham's morning show. Other strong programmes in the weekday survey results are Rick Whelan's afternoon show from 2 — 4 p.m. showing 11% and Tony Weldon between 6 p.m. and 7 p.m. rating a peak of 18%, a markable figure taken against T.V. competition.

A remarkable 77% of adults in the Waterford district listen to Waterford Local Radio in each week.

Why not discuss your next advertising campaign with:—
Des Whelan or Clodagh Walsh
at

Waterford Local Radio
George's Street,
Waterford.
Telephone: 051-72248



WLR Area

In a fully independent radio audience survey based on British JICEAR technology and conducted by a team led by Tim Shanahan, Final Year student at Dublin's College of Marketing and Design, a unique and accurate picture of regional listening patterns is now available. The results of this survey should be of particular interest to the advertiser in the selection of advertising time segments, as it gives an accurate account of the number and type of person listening in any half hour.

R.T.E. 1 34% of adult listeners over a 7 day period.

R.T.E. 2 44% of adult listeners over a 7 day period.

W.L.R. 77% of adult listeners over a 7 day period.