



*"Advertising to all of County Tipperary"*

## Advertising Rates 2010

### Spot Rates

30 Sec Ad

Peak Hours

7.00am - 7.00pm

**€59.00**

All Hours

6.00am - 12.00am

**€52.00**

Prime Time  
30 Sec Ad

Packages

Peak Hours

Mon - Fri

7 AM—7 PM

**15**

**21**

**28**

**35**

**€870**

**€1170**

**€1510**

**€1785**

Value Packages  
30 Sec Ad

All Hours

Mon - Fri

7 AM— 11 PM

**15**

**21**

**28**

**35**

**€766**

**€1025**

**€1300**

**€1550**

For Spot Rates the rate for "All Hours" applies to times outside "Peak Hours".

For 'All Hours' packages, 60% of Ads will go out during 'Peak Hours'.

Packages are quoted above on a per week basis.

If you require fixed times for your Ads, a 10% surcharge is applicable.

For Ads up to 45 seconds add 40% of the quoted prices.

For Ads up to 60 seconds add 80% of the quoted prices.

For Ads up to 10 seconds reduce by 50% of the quoted prices.

For Ads up to 20 seconds reduce by 20% of the quoted prices.

Ads supplied completely 'as gaeilge' will receive a 15% discount.

Ads for registered charities will receive a 15% discount.

**ALL INITIAL ORDERS MUST BE PREPAID THEREAFTER 30 DAYS APPLIES**

A production fee of €65.00 + VAT is applicable per Ad produced.

# RADIO GETS RESULTS