



## SPONSORSHIP AND ADVERTISING OPPORTUNITIES 2013

RadioToday Ireland is the home of the latest and most exclusive Irish radio industry news.

We work around the clock to keep the industry informed with station events, industry movements and who's doing what.

RadioToday Ireland is the only Business to Business radio news website in the Republic. We attend major radio events, interact daily on social networks and

ensure everyone who works in radio stays up-to-date with developments.

At just six months old, RadioToday Ireland attracts over 10,000 visits per month, and more than 500 people visit each weekday.

We have more than 250 registered users for our various newsletters – most of whom work in the radio industry - and more than a thousand social network followers to date on Twitter, YouTube and Facebook.

RadioToday appeals to everyone including station managers, sales executives, producers and engineers.

And with RadioToday Jobs, we reach those not looking at the jobs pages by mixing Featured Vacancies in with our news feed.

*We gave ourselves 12 months to establish RadioToday Ireland as a must-visit industry site but we've smashed all targets within six months.*

**- Roy Martin** (owner)

# 250

registered users

# 1250+

Twitter followers

Lots of numbers and a nice graph shows an upward trend for the first six months trading



## Everywhere:

We publish our news all over the internet, not just on our website.



More than 250 likes on Facebook with interactions from all sections of the radio industry.



More than 1,000 followers and hundreds of retweets and favourites on our active Twitter accounts.

## Brand Awareness

Continuous placement on our website via banners or sponsorship means your logo or message is in front of the radio industry each and every day of the year.

## Product Push

An email to all our subscribers and posts on our social networks means radio people will know about your new or existing products or services instantly.

## Our Audience

We've got everyone covered from the CEOs and Managing Editors right through to the volunteers looking for their big break in radio.

## Unique Association

People trust RadioToday so association with us can only help your brand become more well known. And we also publish wall planners and organise radio events too.



Our unique mailing lists include a weekly round-up and "Featured Vacancies" list making it easy to target our subscribers.



## SPONSORSHIP

Solo sponsorship of our regular features puts your brand right next to ours. Ask about opportunities we have in addition to these:

Complete site sponsor: €300 p/m

Weekly newsletter (Seven Days in Radio): €150 p/m

Site takeover (background, header etc) €80 per day

## BANNERS

Industry standard banners are available site-wide. Either on all pages or selected categories.

Tile 125x125 (all pages): €200 p/m

Banner Top 468x60 (all pages): €125 p/m

Banner Bottom 468x60 (all pages): €100 p/m

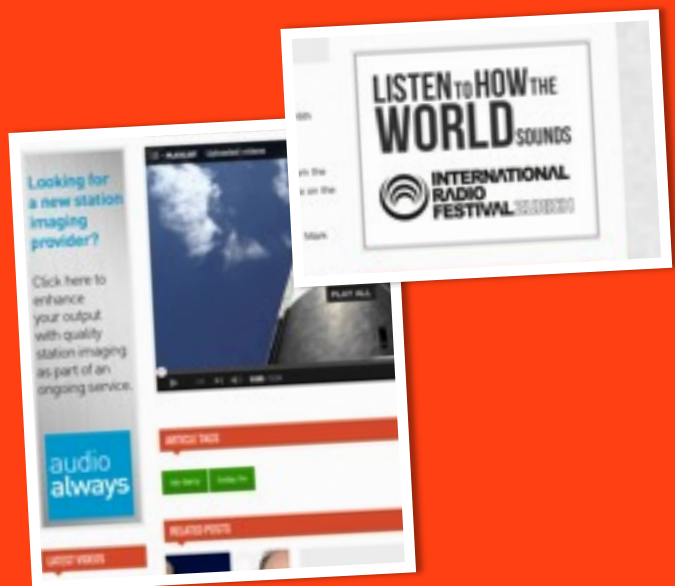
Square 300x250 (all pages): €150 p/m

Skyscraper Left 160x600 (all pages): €100 p/m

Skyscraper Left 160x600 (homepage only): €100 p/m

Footer 728x90: (all pages) €150 p/m

Footer 220x90 (all pages): €100 p/m



## MAIL OUTS

We can send your text, logo or pre-made flyer to our email subscribers for a one-off fee of €100.

You'll reach people working in radio directly via their inbox, complete with a link to your website or social media page.

This is perfect for job vacancies, product announcements or new music releases.



## FEATURED VACANCY

We can target the people you want to hire - including those who aren't looking at the "jobs page" by integrating your vacancy inside our news feed.

### OPTION ONE - €60

A link to your site (or a hosted site on RadioToday.ie) on our homepage, plus Twitter & Facebook mentions.

### OPTION TWO - €140

As Option One but with a solo mail-out to our job-seeking database of users.

# contact

*We're based with our UK site at The Greenhouse in the heart of MediaCity. Our neighbours include state and independent local and national radio, along with numerous independent production companies.*



We'd love to hear from you if you have any questions about these options or additional opportunities. Please contact:

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