



first for **waterford...**

the best value money can buy

advertising

The Total Package

With 72% of all adults in Waterford tuning in every week, WLR FM is the first choice for advertising in Waterford. Our large listenership and competitive rates make us the most cost effective way of reaching your customers in Waterford

Valid from
September
21st 2007

Run of Day 07.00 - 19.00

LENGTH	Spot Rate	NUMBER OF SPOTS PER PACKAGE			
		14	21	28	35
10 secs	€29	€376	€551	€720	€880
15 secs	€35	€458	€671	€877	€1072
20 secs	€42	€546	€802	€1047	€1280
30 secs	€52	€683	€1002	€1309	€1600
40 secs	€69	€908	€1333	€1741	€2128
45 secs	€78	€1025	€1503	€1964	€2400
60 secs	€104	€1366	€2004	€2618	€3200

Radio for Waterford people
by Waterford people



Total Audience Package 07.00 - 24.00

LENGTH	Spot Rate	NUMBER OF SPOTS PER PACKAGE			
		14	21	28	35
10 secs	€23	€301	€442	€576	€705
15 secs	€27	€366	€538	€702	€859
20 secs	€33	€438	€642	€838	€1026
30 secs	€41	€547	€803	€1048	€1282
40 secs	€55	€728	€1068	€1394	€1705
45 secs	€62	€821	€1205	€1572	€1923
60 secs	€82	€1094	€1606	€2096	€2564

Run of Night 19.00 - 24.00

LENGTH	NUMBER OF SPOTS PER PACKAGE				
	Spot Rate	14	21	28	35
10 secs	€18	€179	€263	€343	€419
15 secs	€21	€218	€320	€418	€511
20 secs	€26	€261	€382	€499	€610
30 secs	€32	€326	€478	€624	€762
40 secs	€43	€434	€636	€830	€1013
45 secs	€48	€489	€717	€936	€1143
60 secs	€64	€652	€956	€1248	€1524

A discount of 33% will apply to advertisements making use of the Irish language throughout. A discount of 10% will be allowed where at least ten percent of the duration of the commercial is in the Irish language.

PRODUCTION CHARGES	
Voice over	€65.00
Voice over & music	€75.00
2 voice overs	€90.00

For Multiple Voice overs or Special Character Voice overs, please speak to a member of our sales team for a price.

VOLUME DISCOUNT	
€25,000 p/a	= 5% discount
€40,000 p/a	= 10% discount
€55,000 p/a	= 15% discount

Note - All the above costs are exclusive of VAT

TERMS & CONDITIONS

Spots will be rotated from Monday to Sunday on a weekly basis within the segments booked. 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 booked in advance at levels shown within a twelvemonth period. All rates exclude vat which will be charged at the prevailing rate. Credit terms strictly 30 days net from date of invoice. WLR FM reserves the right to make minor alterations to the wording of advertisements or to ask for alternative copy. WLR FM reserves the right to refuse a campaign or part thereof.