



first for **waterford...**

## promotions

Build your brand on WLR FM

### The Total Package

WLR FM can help you to raise your company profile and increase brand awareness in the Waterford catchment area with one of our 'below the line' promotional options. We can be a key part of your target marketing with dedicated programmes, competitions and outside broadcasts. WLR FM will customise the promotions of your choice to best address your target market.

Call us and we will help you to make the most of Waterford.

**Promotions**  
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### Competitions and Promotions

WLR FM offers a full range of tailor made on-air competitions. Whether it's a daily, weekly or longer term competition, talk to us and we'll make it work for you. Our very popular weekly competitions are pre promoted with 15 X 20" promos.

Primetime Programmes €700 +VAT  
Deise AM €770 +VAT

For major promotions or customised promotional packages contact Roisin Ferris on 051 877592, roisin@wlrfm.com

### Product Sampling

The WLR FM Pathfinder Patrol are available to sample product throughout Waterford City and County. This is an excellent way to get product into the market place and to get consumers to try something new.

Sampling €375 per hour +VAT  
3 X Pre Promos, 1 X Nissan Pathfinders with 2 personnel,  
1 X Link back to on-air programme.

### Sponsored Programmes

With WLR FM's large and loyal listenership, sponsoring a programme on WLR FM will greatly increase your brand's profile in Waterford. For a full list of available sponsorship opportunities on WLR FM contact Roisin Ferris 051 877592, roisin@wlrfm.com





### Outside Broadcasts

For product launches, store openings and special events nothing beats the WLR FM Blastercaster. The Blastercaster is one of the most technologically advanced outside broadcast units in the country. It features a retractable stage, reception areas and advanced digital technology making it possible to broadcast from all over the city and county.



The WLR fm Blastercaster goes on the road day and night to broadcast live from the most talked about events in the county

Three Hour Primetime Programme, 21 X 30" pre promos.

Basic Package €1,800 +VAT

Full Entertainment Package €2,400 +VAT