

RADIO **1026 AM / STEREO 101**

INTRODUCING ABC RADIO :

ABC Radio has been broadcasting from the tourist resort of Tramore for over a year, and is based just a few miles from the City of Waterford.

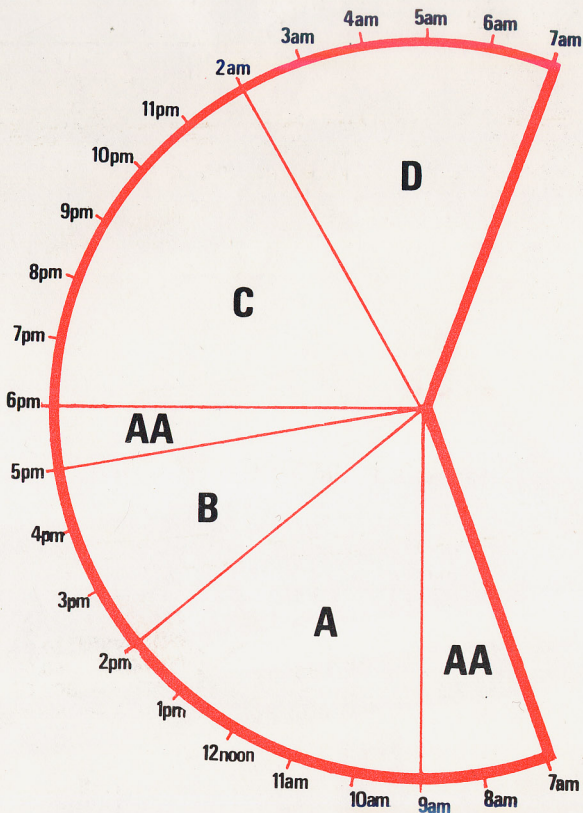
ABC Radio is operated by a team of professional presenters both local and international, most of whom have worked for such well known Offshore Radio Stations as "Radio Caroline" and "The Voice of Peace".

ABC Radio maintains its policy of providing a broad range of music to appeal to all age groups. Our listenership extends to thousands of homes, shops, factories and offices throughout our broadcasting area.

ABC Radio broadcasts from the most highly powered transmitter in South East Ireland and can be easily received as far afield as Wales and Western England as well as locally in County's Cork, Wexford, Tipperary, Carlow, Kilkenny and of course Waterford.



**BROADCASTING
RANGE OF
ABC RADIO**



TERMS AND CONDITIONS :

1. All Advertising must be pre-paid unless by other arrangement.
 2. All rates are exclusive of VAT which will be charged at the rate applicable at date of invoice.
 3. Subject to availability, advertisers preferences for half hour segments will be subject to a 10% fixing charge.
 4. Spots longer than 60 seconds are pro-rata at that rate, less 10% for spots of 90 seconds or longer.
 5. Advertising aimed specifically at audiences in Wales and the West Country of England will be subject to a discount of 40%.
 6. Discounts are negotiable for all advertisers wishing to pre-book airtime costing in excess of £500.
 7. All prices quoted are in IR£.
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FOR ALL YOUR ADVERTISING ENQUIRIES
PLEASE TELEPHONE : 051/86571
AND ASK FOR THE ADVERTISING MANAGER

ADVERTISING RATES IR£

TIME SEGMENT	15 SECS	30 SECS	45 SECS	60 SECS
AA	5.00	9.00	13.00	17.00
A	4.50	8.00	11.50	15.00
B	2.50	4.50	6.50	8.50
C	1.00	1.50	2.00	2.50
D	0.50	0.75	1.00	1.25

LOCAL TRADER PACKAGES :

4 Spots per day placed as follows —

9.00 a.m.	—	2.00 p.m.	(2 Spots)
2.00 p.m.	—	5.00 p.m.	(1 Spot)
6.00 p.m.	—	2.00 a.m.	(1 Spot)

IR£

7 day package (30 secs)	28 Spots —	100.00.
7 day package (15 secs)	28 Spots —	60.00.
28 day package (30 secs)	112 Spots —	300.00.
28 day package (15 secs)	112 Spots —	180.00.

3 Spots per day placed as follows —

9.00 a.m.	—	2.00 p.m.	(1 Spot)
2.00 p.m.	—	5.00 p.m.	(1 Spot)
6.00 p.m.	—	2.00 a.m.	(1 Spot)

IR£

7 day package (30 secs)	21 Spots —	65.00.
7 day package (15 secs)	21 Spots —	40.00.
28 day package (30 secs)	84 Spots —	195.00.
28 day package (15 secs)	84 Spots —	120.00.

4 Spots per day placed as follows —

2.00 p.m.	—	5.00 p.m.	(2 Spots)
6.00 p.m.	—	2.00 a.m.	(2 Spots)

IR£

7 day package (30 secs)	28 Spots —	55.00.
7 day package (15 secs)	28 Spots —	35.00.
28 day package (30 secs)	112 Spots —	165.00.
28 day package (15 secs)	112 Spots —	105.00.

ABC RADIO
TRAMORE, CO. WATERFORD.
Telephone : 051/86571.

VAT Reg. No. F4759782E.