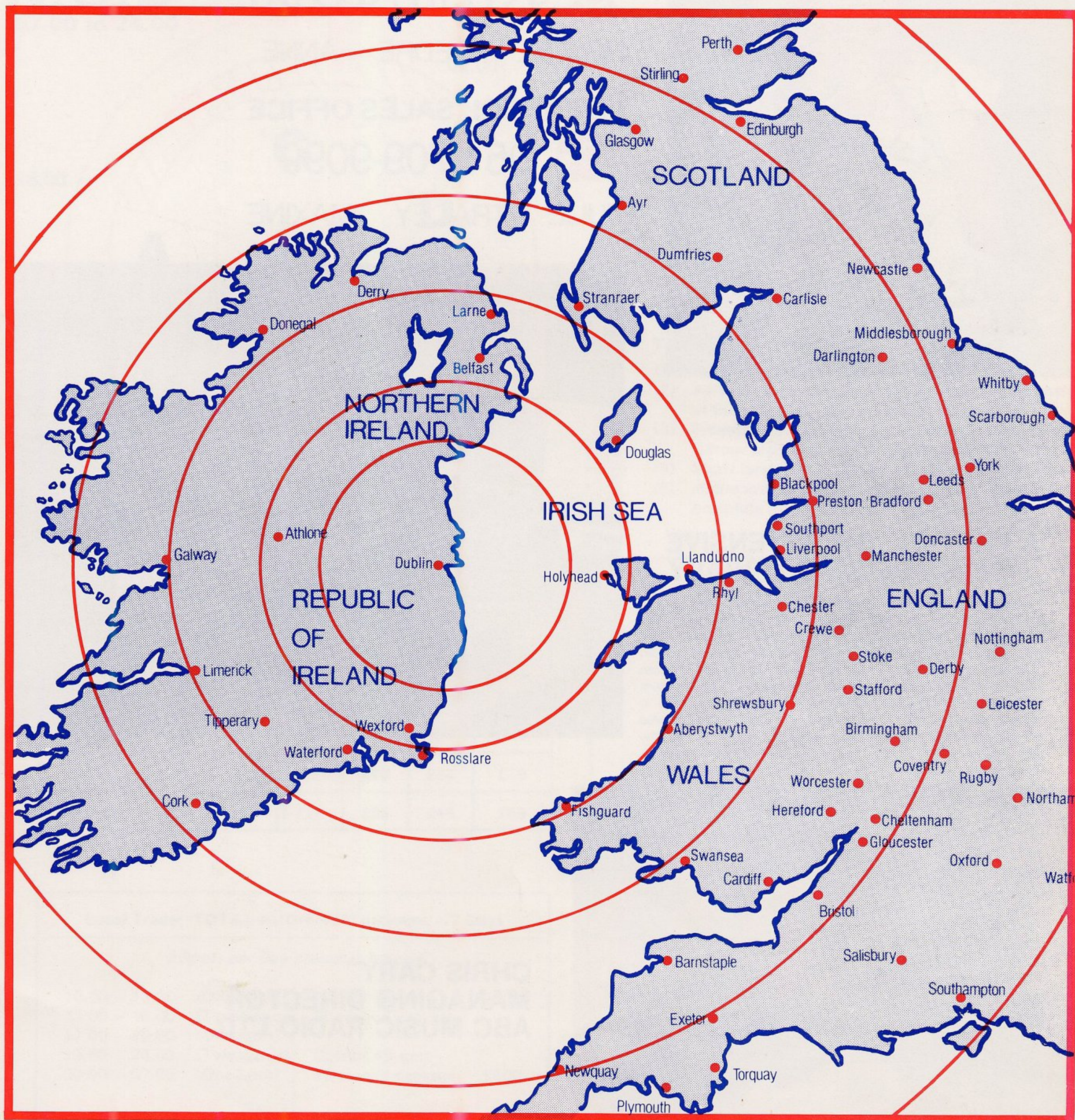


# NOVA

**738AM 102.7FM**

STOCKING LANE SCHOLARSTOWN RD  
RATHFARNHAM DUBLIN 16  
TEL: 932167 931710

SUITE 411 COOPERS BUILDING  
CHURCH ST LIVERPOOL L1 3AG  
TEL: 051-709-9099



*Nova . . . The Sound of Europe!*



# NOVA

**738AM 102.7FM**




**NOVAS BUSY SALES OFFICES**

**DUBLIN SALES OFFICE**

 **931710 / 932167**

**HELENE DIEDRE ANNE**

**LIVERPOOL SALES OFFICE**

 **051-709-9099**

**JULIE TRACEY MAXINE**

**A PART OF THE EXTENSIVE  
NOVA RECORD LIBRARY**



**CHRIS CARY  
MANAGING DIRECTOR  
ABC MUSIC RADIO LTD**

***Nova . . . The Sound of Europe!***





**738AM 102.7FM**

RADIO NOVA ESTABLISHED IN 1981 IS AN INDEPENDENT COMMERCIAL POPULAR MUSIC STATION EMPLOYING OVER FIFTY STAFF PROFESSIONALLY BROADCASTING 24 HOURS A DAY 7 DAYS A WEEK FROM DUBLIN.

THE PROGRAMME STYLE IS PREDOMINANTLY FAST MOVING POPULAR MUSIC INTERSPERSED WITH FUN, HUMOUR AND BIG PRIZE CONTESTS. SPEECH IS KEPT TO A MINIMUM THEREBY ENSURING THAT ADVERTISEMENTS ATTAIN MAXIMUM PENETRATION.

WITH AN ESTABLISHED AUDIENCE BELIEVED TO BE IN MILLIONS THROUGHOUT IRELAND, NORTHERN ENGLAND, WALES, SCOTLAND, ISLE OF MAN AND WESTERN EUROPE IT REACHES THE VASTLY IMPORTANT CONSUMER MARKET OF 15-34 YEAR OLDS. A RECENT RESEARCH SURVEY IN IRELAND SHOWED THAT AN AMAZING 88% OF THIS AGE GROUP LISTENS TO RADIO NOVA DURING ANY ONE DAY! IT IS ALSO KNOWN THAT APPROXIMATELY A MILLION PEOPLE LISTEN TO THE STATION IN THE NORTH WEST OF ENGLAND ALONE.

IN THE PAST YEAR RADIO NOVA HAS GIVEN AWAY PRIZES TOTALLING OVER £28,000 — THE MOST RECENT BEING TWO FABULOUS £5,000 CASH PAYOUTS TO LUCKY FAMILIES IN BRITAIN AND IRELAND. WITH OTHER DAILY PROMOTIONAL ACTIVITIES THE STATION'S HIGH PROFILE APPROACH TO ITS HUGE LISTENING AUDIENCE ENSURES ADVERTISERS REAL VALUE FOR MONEY WHEN PROMOTING THEIR GOODS AND SERVICES ON RADIO NOVA.

*Nova . . . The Sound of Europe!*



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**738AM 102.7FM**



**TWO OF NOVA'S EVER POPULAR D.J.'s**



*Nova . . . The Sound of Europe!*





**738AM 102.7FM**

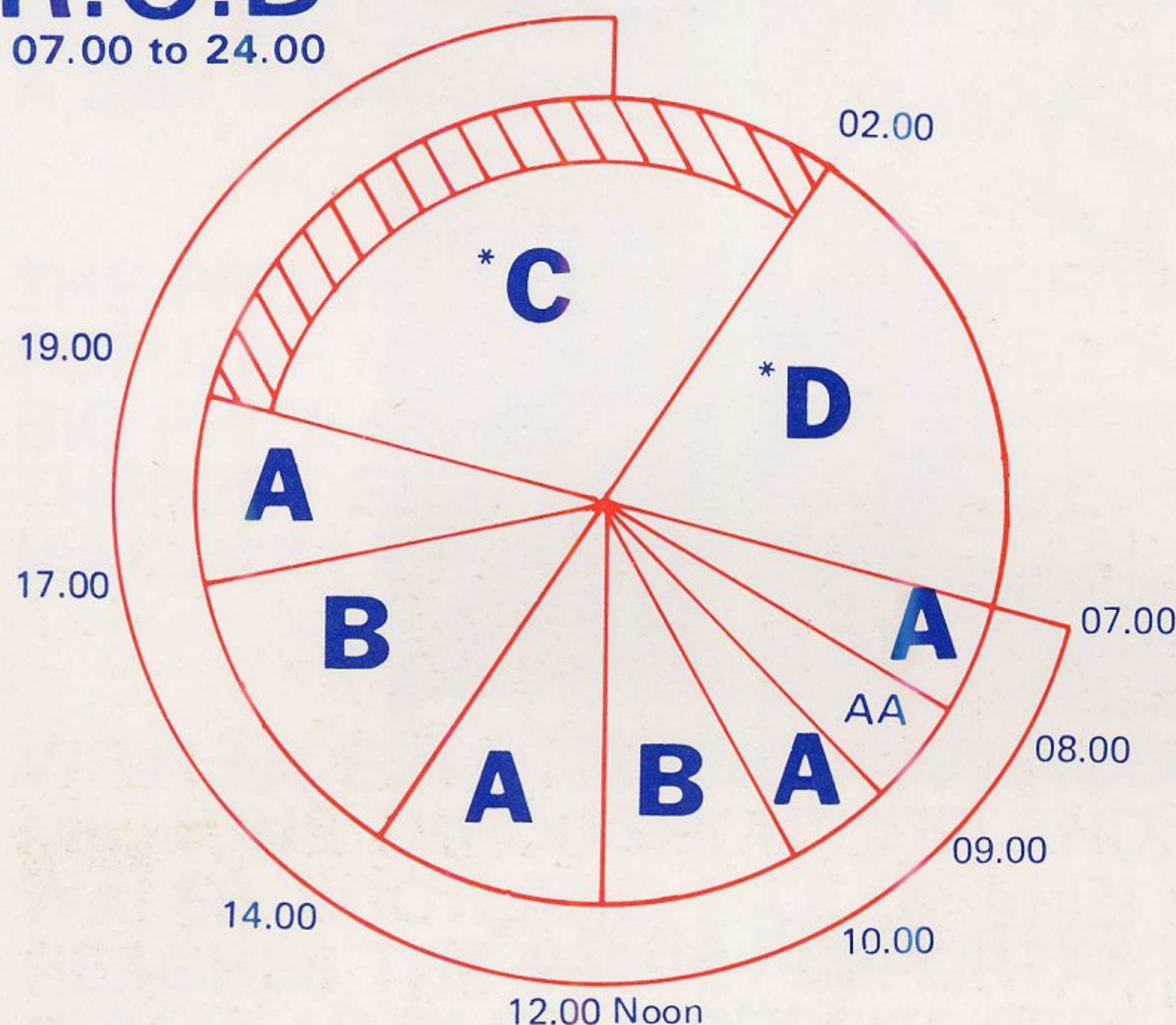
## Radio Nova Advertising Rates

Servicing: Dublin, Belfast, Isle of Man, Liverpool, Manchester, Preston, Bolton, Bury, Warrington, Birkenhead, St Helens, Wigan, Oldham, Southport, Blackpool, Morecambe, Fleetwood, Lancaster, Barrow-in-Furness, Burnley, Rhyl, Prestatyn, Colwyn Bay, Llandudno, Holyhead, Carlisle, Kendal, Newcastle upon Tyne, Sunderland, Birmingham, Wolverhampton, Chester, Dumfries, Glasgow, Stranraer.

**R.O.D.**  
07.00 to 24.00

24.00

Effective 1st. October 1984.



19.00 – 02.00

### NEW FOR IRELAND ONLY

Low cost nighttime  
packages for 24 Hour  
Shops, Taxi Operators,  
Nightclubs, Discos,  
Restaurants, etc., etc.

6 x 30sec. 7 night package £200.  
All other spots pro rata  
to this rate.

\* Segments C & D apply to Ireland only.

### TERMS AND CONDITIONS

- (1) All Advertising must be pre-paid.
- (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 ½-hour segments will be subject to a 10% fixing charge.
- (4) Spots longer than 60 seconds are pro-rata at that rate.
- (5) A discount of 25% will apply to advertisements making complete use of the Irish language.

Secs Segment	10	15	20	30	40	60
AA	£30	£45	£50	£75	£83	£125
A	£23	£34	£37	£56	£65	£98
B	£19	£29	£31	£46	£55	£83
C	£10	£15	£19	£28	£34	£51
D	£3	£5	£7	£10	£13	£19
R.O.D.	£16	£24	£28	£35	£46	£69

### NOTICE TO ADVERTISERS

Acceptance of an advertisement or payment therefor is not to be taken as implying any guarantee that the advertisement will be transmitted. Radio Nova reserve the right to refuse to transmit any advertisement without giving any reason, also to discontinue the transmission of any advertisement previously transmitted without compensation for any loss or damage claimed for non-transmission. Transmission of an advertisement cannot be guaranteed on a specific day or at all whether or not a particular date has been stipulated by the advertiser and the company will not be liable for any loss claimed by such omissions. Right is reserved to alter any advertisement without liability for any compensation for such alteration. Further, the proprietors do not accept liability for any loss or damage caused by an error or inaccuracy in the recording of any advertisement. Advertisements and payments are accepted subject to the above conditions.

### Local Trader 'TOTAL AUDIENCE' packages – 7 Days

7 Spots per Day placed as follows

10.00 – 13.00	(One Spot)	Cost of 49-spot	£900
13.00 – 16.00	(Two Spots)	30-second package	
17.00 – 19.00	(One Spot)		
19.00 – 24.00	(Two Spots)	Cost of 49-spot	
00.00 – 07.00	(One Spot)	15-second package	£500

Subject to availability

### Local Trader 'MINI' package – 5 Days

5 Spots per Day placed as follows

10.00 – 13.00	(One Spot)	Cost of 25-spot	£550
13.00 – 16.00	(One Spot)	30-second package	
17.00 – 19.00	(One Spot)		
19.00 – 24.00	(One Spot)	Cost of 25-spot	
00.00 – 07.00	(One Spot)	15-second package	£350

Subject to availability

NOTE: A local trader is defined as a sole trader in a sole location servicing a population base of less than 30,000 persons.  
Spots in local trader packages cannot be booked for specific times

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## COMMERCIAL PRODUCTION FACILITIES

### Standard Production Charges

#### Completed Commercial Ready for Broadcast

One Voice	£20.00
Two Voices	£30.00
Three Voices	£40.00

Individual recorded special effects	£40.00
Recording Studio time	£25.00 per hour

Customer cassette copy	£10.00
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ALL SCRIPTS MUST BE RECEIVED 7 DAYS PRIOR TO TRANSMISSION

ALL CHARGES ARE SUBJECT TO VAT AT THE RATE APPLICABLE AT  
DATE OF INVOICE



**RADIO NOVA REPRESENTED IN IRELAND  
BY TEGRAR LTD**

STOCKING LANE SCHOLARSTOWN RD  
RATHFARNHAM DUBLIN 16  
TEL: 932167 931710

**RADIO NOVA REPRESENTED IN THE U.K.  
BY ABC MUSIC RADIO LTD**

SUITE 411 COOPERS BUILDING  
CHURCH ST LIVERPOOL L1 3AG  
TEL: 051-709-9099