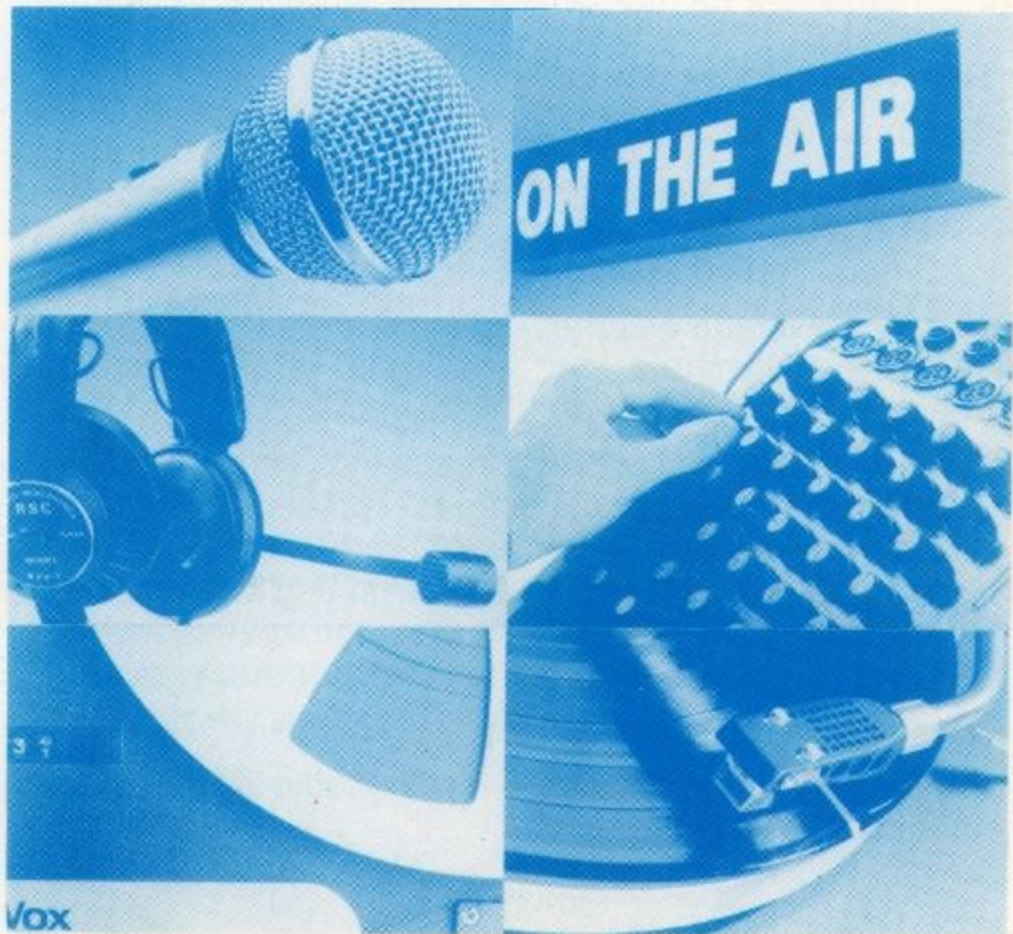


ZEE¹⁰³ FM

Hear it and See



This success story began one afternoon in the August of '85 when Ardagh House, situated between Omeath and the border, was acquired to house ZEE 103 — Ireland's newest radio station. Introducing ZEE to Ardagh House and preparing her for launch took 16 months!

Then at 07.00 hours on the 11th December, ZEE looked over Carlingford Lough and sailed north on the air waves.

ZEE 103 — transmitting on 103.25 MHZ. FM STEREO.
Reaching **all** age groups.

Catering for **all** tastes.

ZEE 103, on air twenty-four hours a day, every day with — Pop, Rock and Reggae, Gallup's Top 40 and the Listeners' Top 40, R&B, the 60s and the 70s.

Hourly news and weather bulletins are supplemented by up to the minute road and traffic reports, special travel features and general information.

The unique identity of ZEE's image through programme format and professional jingles, trailers and effects (generated by our "in house" production team and studio) achieves our aim of entertaining the public. It's this achievement that has provided advertisers the perfect all weather vehicle for their products.

Our version of your success story? . . .

Arrange to "Hear it and See" with Radio ZEE 103 FM in stereo.



Hear it. See it. Use it.

If you don't reach potential customers, you don't sell. And by far the most versatile medium for the 'up-and-at-'em' company is radio . . . ZEE 103.

With radios in homes, cars, offices, factories *and* under arms a commercial on ZEE 103 FM means your message gets to more people, in more places, more often . . . even at the same time.

ZEE 103 commercials make sense, create pictures in the mind and attract customers to your door. Sound effects, music and voice stimulates imagination . . . compels action.

At Zee 103 you'll find all the facilities for creating local, national and highly personalised advertising. And that means jingles to help create identity, effects and voice to 'paint the pictures' and all the advice and assistance you need to capture your target audience quickly, imaginatively *and* cost-effectively.

ZEE 103FM. Taking music and advertising another step forward.

ZEE¹⁰³ FM



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