



FULL SOUTH EAST COVERAGE

on 1026 am

ALSO IN STEREO ON THE FOLLOWING FREQUENCIES:—

- **Waterford City** **STEREO 101**
 - **S.E. Coastal Region** **STEREO 103-20**
 - **Dungarvan** **STEREO 88-4**
 - **New Ross area** **STEREO 101**
-

“ music, news and information 24 hours a day ! ”

Introducing



Now well into its 5th year of non-stop broadcasting ABC RADIO has expanded further with a network of stereo broadcasting sites improving not only our audience share but also our listeners enjoyment of our varied and entertaining programmes.

During 1986 a Munster Express survey of radio listeners confirmed ABC RADIO as the only local radio station with "significant audience".

Our large reach of 15 to 35 year-olds is available for your advertising message — we hope you will read the following pages and find something of value.

LOOK AT WHAT WE HAVE TO OFFER :

- **MASSIVE SOUTH EAST COVERAGE AT "LOCAL" RADIO PRICES on 1026 am**
- **STEREO BROADCASTS TOO FROM 4 TRANSMITTERS**
- **EXPERT ADVICE FROM OUR SALES TEAM ON HOW BEST TO ADVERTISE YOUR BUSINESS**
- **VARIED PROGRAMMES PRESENTED BY PROFESSIONAL BROADCASTERS**
- **EXCELLENT COMMERCIAL PRODUCTIONS**
- **A PRESTIGIOUS AND COST EFFECTIVE WAY TO ADVERTISE**



ABC RADIO No. 4 Arundel Square Waterford City Ireland
Tel (051) 75687 (Sales) 75620 (Studios)

SOME QUESTIONS OUR SALES TEAM ARE OFTEN ASKED

Q "I'D LIKE TO ADVERTISE WITH ABC RADIO BUT ISN'T IT EXPENSIVE?"

A Starting with a monthly advertising package your commercial could cost as little as £2.25 each play but you can, if you wish, book 5 spots over only one day for as little as £15.

Q "WHAT SORT OF PEOPLE LISTEN TO ABC RADIO?"

A Demographic research has shown **ABC Radio** to attract the largest audience of 15–35 year olds in South East Ireland. A "Munster Express" survey in the summer of 1986 found **ABC Radio** to be the only local radio station with a "Significant Audience".

Q "HOW WILL YOU MAKE MY COMMERCIAL?"

A **ABC Radio's** experienced sales team know exactly how to market your business. We will provide the 'copy' for your commercial which is then produced in our studio by our professional voice-over artists giving you, your own, tailor-made commercial.

Q "WHEN CAN I HEAR MY COMMERCIAL ON THE RADIO?"

A We will give you a spread of the best peak listening times throughout the daytime or, if you specifically ask, at night too.
We are the only 24 hour station in the region

Q "THAT'S GREAT – HOW DO I BOOK?"

A Simple, just call 75687 or call in and see us at 4 Arundel Square and speak to either Clive or Steve.



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ADVERTISING RATES

Local Trader Packages for the Growing Business

ONE WEEK

4 Commercials per day (peak times) for 7 days (28 spots)

AMOUNT £70

FOUR WEEKS

4 Commercials per day (peak times) for 4 weeks (112 spots)

AMOUNT £250

Advertising for one day (ideal for shops having sales, Entertainment Venues, etc.)

£3 per spot — minimum order £15

DISCOUNTS FOR BLOCK BOOKINGS DISCOUNTS FOR PAYMENT IN ADVANCE

ALL RATES SUBJECT TO VAT @ 25%

FOR MORE INFORMATION

TELEPHONE ABC RADIO SALES NOW ON 051-75687

OR DROP IN AND SEE US TODAY!