



88.8 Stereo FM 252 MW

Waterford Local Radio



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# ADVERTISING SUCCESS

## Effective Advertising through Waterford Local Radio-Airpower:

Effective Advertising through Waterford Local Radio-Airpower: Spots will be rotated from Monday to Sunday on a weekly basis within the segments booked. Subject to availability, advertisers preference for days of the week may be accepted at a surcharge of 10%. Volume discounts will be allowed on an advertisers total agreed expenditure at levels shown within a twelve month period. All rates exclude VAT which will be charged on invoice/statement at the rate prevailing at tax point.

## RATECARD 1/5/1985

Segment Rates		Spot Length				
Segment		Secs.	1+	28+	42+	56+
AAA		60	7.83	7.42	7.14	6.72
M-F	07.30-14.00	45	6.58	6.30	6.02	5.67
	17.00-19.00	45	6.58	6.30	6.02	5.67
Sat.	14.00-18.00	30	4.48	4.20	3.92	3.78
Sun.	10.00-14.00	15	3.22	3.01	2.94	2.80
AA		60	5.60	5.30	5.10	4.80
M-F	06.30-07.30	45	4.70	4.50	4.30	4.05
	14.00-17.00	30	3.20	3.00	2.80	2.70
Sat.	10.00-14.00	15	2.30	2.20	2.10	2.00
Sun.	14.00-19.30					
A		60	2.99	2.83	2.72	2.55
M-F	19.00-23.00	45	2.51	2.40	2.29	2.16
	18.00-19.00	30	1.71	1.60	1.49	1.44
Sun.	08.00-10.00	15	1.23	1.17	1.12	1.07
B		60	1.12	1.06	1.02	0.96
M-F	23.00-01.00	45	0.94	0.90	0.86	0.81
	07.00-20.00	30	0.64	0.60	0.56	0.54
Sat.	19.30-24.00	15	0.46	0.44	0.42	0.40
Sun.	19.30-24.00					

## Package Plans and Volume Discounts

		Spot Length				
		Secs.	28+	42+	56+	
Daytime		60	£5.25	£5.00	£4.75	
		45	£4.25	£4.20	£4.00	
	06.30-19.00	30	£2.90	£2.75	£2.65	
		15	£2.20	£2.10	£2.00	
Total Audience		60	£3.60	£3.40	£3.25	
All Segments		45	£3.00	£2.80	£2.65	
06.30 am-01.00 am		30	£2.00	£1.90	£1.80	
Volume Discounts		15	£1.50	£1.40	£1.30	
			1	2	3	4
			£700	£1,100	£1,400	£1,750
			5%	10%	15%	20%

For Advertising Contact: Des Whelan Tel: 051-77592



## The Team

Waterford Local Radio was first broadcasted on the airwaves in 1978. Since then, W.L.R. has gained ever increasing popularity, due to its policy of providing the listener with a mixture of local news, views and music.

W.L.R. comprises of a group of people, who add their own individual talents to provide you with a highly professional radio station.

The station has had a radio audience survey completed, in order to discover the requirements of its listeners. As a result, the programmes are designed to cover topics including: sports, world and local news, religious affairs, women's issues, children's programmes, and much more. The musical format of the station is broadly based and incorporates specialist programmes for Rock, Country, Classical, Traditional etc. Waterford Local Radio has their team working for you. It is their demand of high professional standards that guarantee you, the Advertiser, an audience for your Marketing Message.



## Advertising

Radio advertising is designed to inform people of your company, product or service, and thus assist you in promoting sales and gaining new customers. Thus, advertising plays a major role in the competition among business. It is the cheapest and fastest method of informing large numbers of people quickly. Radio advertising is, one to one, one person advising, admiring, inviting another. Waterford Local Radio has an overwhelming predominance in the locality it serves, reaching more people than any medium. The flavouring of the programming is uniquely local, echoing the traditions of one of Ireland's most historic towns, but changing as quickly as needed to bring up to date information to its listeners. Due to its own involvement in the community, and its professional standards in broadcasting, W.L.R. can help you target your advertising campaign to the right audience at the right time, whether it be the businessman on his way to work, motorists on their way home, housewives at lunchtime or any one of the several interest groups.

Waterford Local Radio can be heard floating across the sound of traffic from car radios, on the beaches in the summertime, and all year round in the comfort of your own home. Your radio advertising will be heard and listened to daily and unlike newspapers, it won't be discarded and forgotten. In order to help you attain the maximum impact, our sound effects and music library, are at your disposal assisted by professional technicians and the best quality equipment.

## Response

Throughout the years, various companies and services have advertised with W.L.R., many of them continue to do so on a regular basis. Listed below are just a few comments from our advertisers, stating how they feel and what benefits were achieved as a result of advertising with W.L.R.

*"In the South East, the housewife listens to W.L.R. L & N have advertised regularly with W.L.R. since 1978. They are prompt, dependable and professional."*

Gerry Reid, Director of L & N Supermarkets.

*"In six of the most difficult years, the motor industry has experienced, we have found it worthwhile to advertise with W.L.R. every month."*

Tom Murphy, Managing Director, Tom Murphy Car Sales, Ballybricken, Waterford.

*"Waterford Co-Op are regular advertisers with W.L.R. Our Heating campaign with the station was a huge success and penetrated many new areas."*

Derry Casey, Marketing Manager, Waterford Co-Op, Dungarvan, Co. Waterford.

*"We find W.L.R. an ideal way of getting our message across to the housewife."*

Clive Salter, Retail Manager, Shaw's Department Store, The Quay, Waterford.

*"We have advertised with W.L.R. regularly since 1980 and we are delighted with the results obtained."*

Pat Connolly, McNerney's Waterford Office.

*"We find W.L.R. a very effective marketing tool with all sections of the community in the area. W.L.R.'s service is professional and creative."*

Sean Power, Managing Director, Harvey Travel, Waterford.

## WLR Area

Although based in the heart of Waterford city, W.L.R. extends its broadcasting throughout the South East. This area extends along the south east coastline and covers the counties of Waterford, Wexford, South Tipperary and south Kilkenny. Its audiences are wide and varied, providing you with a ready-made market. W.L.R. provides you with the most economical and effective medium of reaching this market and increasing sales and new clientele.

If you have a new product or service, W.L.R. will provide you with the advertising campaign to reach the right customer.



## Contact

*Why not discuss your next advertising campaign with:*  
Des Whelan at  
Waterford Local Radio, Georges Street,  
Waterford.  
Telephone: 051-72248 or 77592

# WLR

