



RADIO KERRY Fleet, OBU and 4x4 Sponsorship

2007

Value to Sponsor

The sponsorship of the fleet offers you the opportunity to showcase your brand in Kerry both visually (mobile double sided 48 sheet and 5 branded 4 x 4s!) and on the radio

- Brand presence at venues all over Kerry which offer purchase opportunities for the sponsor
- On air activity is related to live programming and the promotion of it so all reference to this activity is associated with your brand name eg **Radio Kerry {Sponsor Name} Roamer**
- ON line branding on the Radio Kerry web site offers you a link to all of our on line visitors and listeners as well as a link to your own site for further information

Sponsorship of Fleet (OBU And 4x4s)

One Year:	€45,000 + VAT	
Two Years:	€42,750 + VAT per annum	Total: €85,500 + VAT
Three Years:	€40,500 + VAT per annum	Total: €121,500 + VAT

Sponsorship of OBU only

One Year:	€35,000 + VAT	
Two Years:	€33,250 + VAT per annum	Total: €66,500 + VAT
Three Years:	€31,500 + VAT per annum	Total: €94,500 + VAT

Sponsorship of 4x4 (5) only

One Year:	€15,000 + VAT	
Two Years:	€14,250 + VAT per annum	Total: €28,500+ VAT
Three Years:	€13,500 + VAT per annum	Total: €40,500 + VAT

Included in the packages:

- Sponsor's branding on the vehicles (design subject to agreement with client)
- inclusion of sponsor's name on all OB promos (Fleet & OBU packages only) during the lifetime of the sponsorship
- inclusion of sponsor's name on all sampling promos using the 4x4sweb branding and link.

Radio Kerry offers you access to

- 17,604 listeners per quarter hour
- 54.2% of the available PEAK radio audience daily
- 89,000 listeners in Kerry weekly

Who is listening to Radio Kerry in Kerry

Male : 47.9%
Female: 59.7%

Householders: 59.8%
Householders with Dependents: 54.4%

ABC1 29.6%
C2DE 65.7%
F1F2 69.4%

Age Groups – market share

15-19	20-24	25-34	35-44	45-54	55-64	65+
14.30%	26.30%	26.20%	56.40%	62.30%	76.20%	61.90%

- **Figures from the JNLR.MRBI research May 2007**
- **Adult Population of Kerry aged 15+ = 119,000**



