



RTE Media Sales

PLAYBACK

SPONSORSHIP OPPORTUNITY

RTE
RADIO 1

PLAYBACK

SATURDAYS 9.10AM – 10.00AM

For the first time in three years RTÉ Radio 1's Playback is now available for sponsorship. With **297,000* listeners per week**, Playback is now the 9th most listened-to national radio show in Ireland. The podcast of Playback has an average of over **46,000 downloads per month**.

Join new presenters, Ronan Kelly and Sinead Mooney, every Saturday morning as they present a one hour compilation of the weeks radio highlights from across all RTÉ Radio platforms.

As well as RTÉ Radio 1, 2FM & lyric fm Playback will also feature highlights from RTÉ Digital, RTÉ Junior and RTÉ Gold.

Previous Sponsors: Irish Times (2017 - 2019) | AA Home Insurance | Ballymalloe Relish

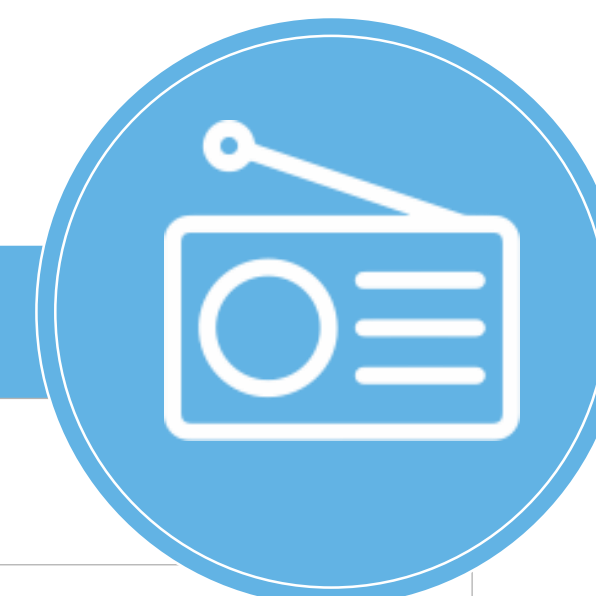
<https://www.rte.ie/radio1/playback/>

*Source: JNLR/ Ipsos MRBI 2019/2



THE SPONSORSHIP PACKAGE DETAILS

RADIO ELEMENTS



RADIO

Sponsorship stings: 5 x sponsor credited stings every Saturday

Sponsor promos:

1 x sponsor credited sting every Thursday (Arena 7pm - 8pm)

1 x sponsor credited sting every Friday (Drivetime with Mary Wilson 4.30pm - 7pm)

Podcast Sponsorship : 1 x sponsor credited sting on every Saturday Playback podcast

Homepage Sponsorship: Sponsor presence on Playback homepage (625 x 100px standard display unit)

Sponsor Stings format: ‘Playback on RTÉ Radio 1 with (sponsor) (sponsor tagline)’ (maximum 10” in length)

***New* Playback Daily**




Playback Daily is a brand new daily highlights programme of the best of each days radio from RTÉ Radio 1

These shows will broadcast at the following times and will feature a sponsor credited sting at the beginning and end of each show.

7pm - 8pm, Monday – Friday, Radio 1 Extra

2am - 3am, Tuesday – Saturday, Radio 1

FOR MORE INFORMATION, PLEASE CONTACT:

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