

WHERE IS JÓN?

RTÉ
Podcasts



FROM THE PRODUCERS
OF **THE REAL CARRIE JADE**

RTÉ PODCAST SPONSORSHIP OPPORTUNITY

LAUNCH DATE

MONDAY JANUARY 27TH

From the multi-award winning RTÉ Doc On One team, creators of *The Real Carrie Jade*, *Runaway Joe*, *Finding Samantha* and *The Nobody Zone*, comes a new true crime podcast series, *Where is Jón?*

This is a new true crime series from RTÉ and RÚV in Iceland on the unexplained disappearance of Jón Jónsson.

On the morning of February 9th 2019, 41 year old Icelander, Jón Jónsson left the Bonnington hotel in Dublin, turned right onto a busy road, lit a cigarette and vanished. 24 hours earlier, Jón had arrived in Ireland for the first time.

Within days of his disappearance, Jón's family flew to Ireland to begin searching for him but almost six

years later, no trace has ever been found of him.

Jón had travelled to Ireland to play at the Dublin Poker Festival and to do some sightseeing with his partner Jana, who arrived on the morning Jón disappeared.

In the days and weeks that followed, Jón's disappearance became an international news story, including in Iceland and Ireland. However, no leads were discovered and after several months of non-stop searching, Jón's family made the heart-breaking decision to return home to Iceland.

However, the search for Jón goes on as we track down previously unknown and unpublished information and try to find out what happened to Jón.

SPONSORSHIP PACKAGE

Podcasts: 6 x 30 minute episode

Stings: 2 sponsor credited stings per episode

Sponsor credited stings will be included on all RTÉ owned and operated platforms

Sponsor credited stings will be included on all third-party platforms

MPU: Sponsor MPU will be included on podcast webpage

SPONSORSHIP FEE: €30,000

SPONSORSHIP FEE + MARKETING PROMO: €50,000

T&C's: All sponsors subject to RTÉ Sponsorship Clearance & Guidelines. Voice over fees to be incurred by the sponsor.

LISTEN TO
THE *WHERE IS JÓN?* PODCAST TRAILER



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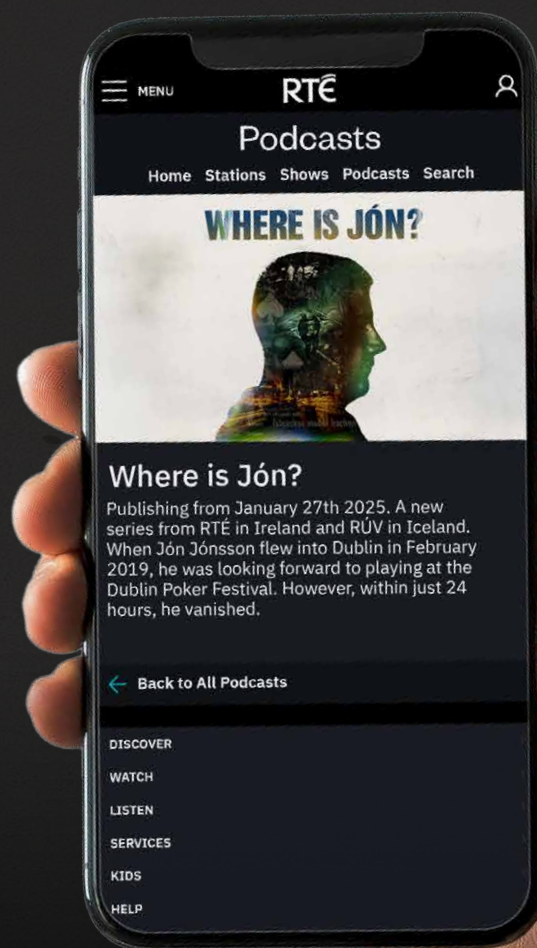


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WHERE IS JÓN?

Where is Jón? will be supported by an extensive multi-platform Marketing campaign to include sponsor credited promos on RTÉ AV, Audio and Social Media.



MARKETING CAMPAIGN
COMMENCING MONDAY
FEBRUARY 3RD

RTÉ AV

TV Promo - approx **175 TVRs**

Sponsor logo included on **RTÉ One & RTÉ2**.

Placement in high profile programming over a **4 week period**

Player Promo - **Pre roll promo** on **RTÉ Player**

RTÉ DIGITAL

Social Media Posts with Sponsor logo on **Meta** (Statics & MP4's)

15" promo posted on **Meta**

9 x sponsor credited articles on **RTÉ.ie / Culture**

RTÉ RADIO

2 x sponsor credited promos per day on **RTÉ Radio 1, RTÉ 2FM and RTÉ lyric fm***

CLICK HERE
TO LISTEN TO PODCAST TRAILER



RTÉ RADIO 1 FEATURE

All **six episodes of Where is Jón?**
Will also **air on RTÉ Radio 1** and feature **sponsor credited stings**.

12 x sponsor credited stings

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**Subject to Availability & change*