

RTÉ RADIO 1

# Playback

with

# Sinead Mooney

## SPONSORSHIP 2024

Spanning the entire Radio 1 seven-day schedule Playback with Sinéad Mooney highlights the best of the week's radio from across all Radio 1 shows as well the big news stories, features, drama, documentaries, sport and music.

Broadcasting 9am - 10am every Saturday morning, Playback now enjoys an audience of **337,000\*** and is the fifth most-listened-to radio show in the country.

Previous sponsors:

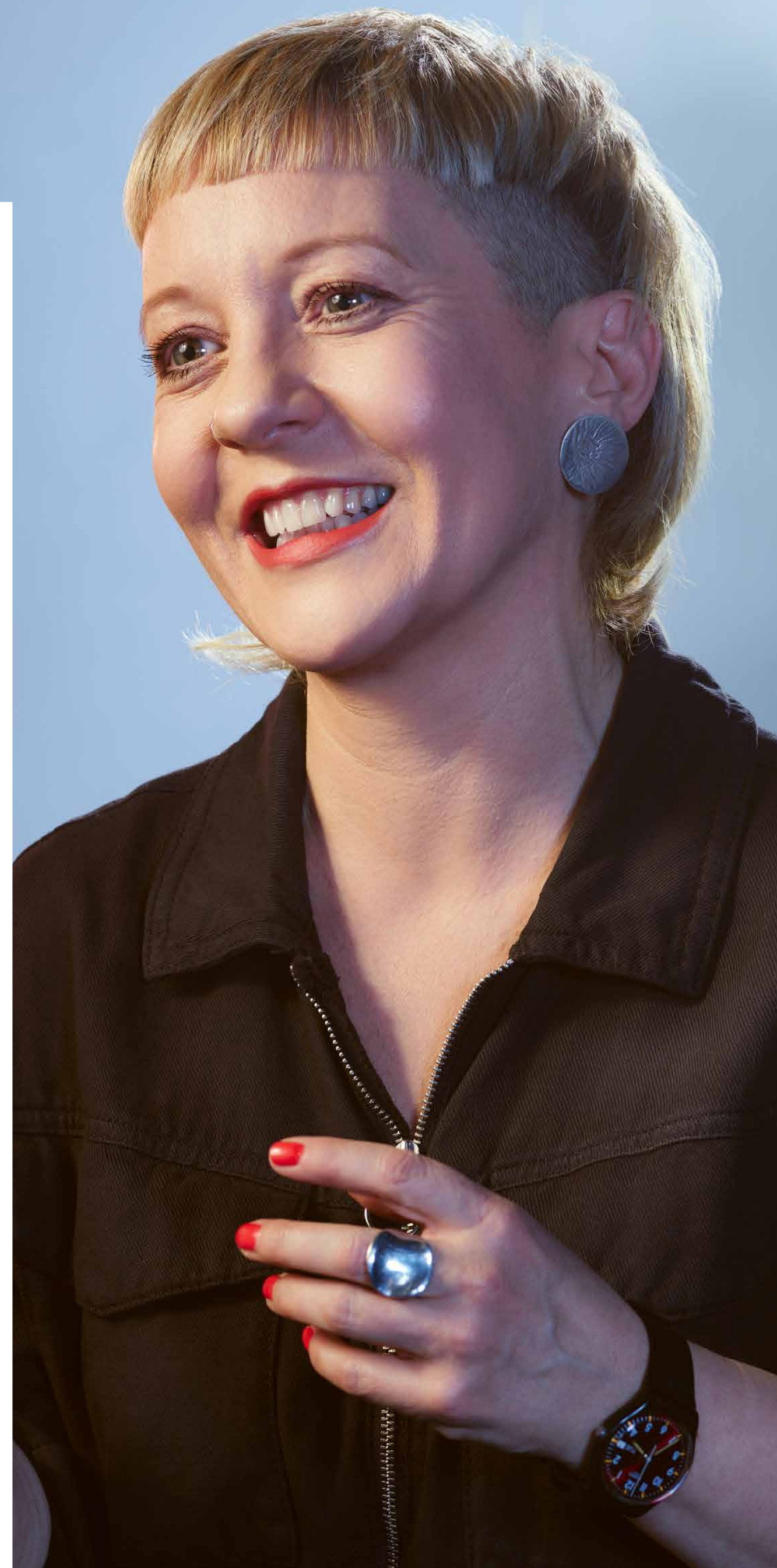


THE IRISH TIMES

RTÉ Media Sales



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### Sponsorship Package

**Time** Saturday 09:00-10:00

**Stings** 5 x 10" stings per show

#### Promos

1 x sponsor credited promo every Friday  
**Oliver Callan, 09.00am - 10:00am**

1 x sponsor credited promo every Friday  
**Drivetime, 16:30-19:00**

#### Homepage Sponsorship

Sponsor leaderboard on show homepage

[CLICK TO VIEW HOMEPAGE](#)



#### Listen Back Sponsorship

1 x sponsor credited 10" sting preceding all playback podcasts

[CLICK TO LISTEN TO THE PODCAST](#)



#### Playback Daily

Playback Daily is a daily highlights programme of the best of each day's radio from RTÉ Radio 1. These shows will broadcast at the 02:00 - 03:00, Tuesday - Saturday on RTÉ Radio 1 and will feature a sponsor credited sting at the beginning and end of each show.

### Sponsorship Fee

6 Months x **€60,000** 12 Months x **€100,000**

Category restrictions and terms & conditions apply.  
All sponsors are subject to RTÉ Sponsorship Clearance approval.  
\*Source: JNLR2024-02



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