

COUNTY MATTERS every day on



LOCAL STORIES - GLOBAL AUDIENCE

Music | Events | Farming | Fashion | Children's | Arts | Sports

Watch  on  channel 191 |  channel 400 |  view online at www.irishtv.ie

2014 Promotional Plan

Main Aims of Christmas Campaign

- Raise awareness of your business or event
- Who we are and What we do?
- Profile the uniqueness of your services
- Help increase sales and profits for your business
- Tell your business story
- Provide Full Video and video clips for content on website and social media

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Watch IRISH TV on sky 191 freesat 400 eircom www.irish.tv

About Irish TV

Ireland's Leading Independent TV Channel

- Local & Regional Coverage with Local, Regional, National & International Viewers
- In Home Branding
- Direct to Your Customers Homes
- Targeted TV Features & Shows
- Cost Effective-Lowest CPT Rate
- Helping Businesses & Organisations Utilise the Power of TV

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Broadcast to **1.8 Million*** Irish Homes

13 Million* UK Homes

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*TV platform – Sky 191, Freesat 400, Free to Air, eircom evision

45,000 Facebook Fans*

250,511 Monthly Page Impressions*

*(8/09/14)

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2,340,009

People Aware of Irish TV*

917,650

 Watch Irish TV*

* National Red C Survey (17/07/14)

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IRISH TV
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PROMOTIONAL INVESTMENT – Option 1

6 Weeks on Irish TV, Online and through Social Media

3 ads per day, 21 ads per week, 126 ads in total

1 Business Feature

3 Week Banner ad online

6 Facebook posts linking to your website or Facebook with Christmas offers.

Total Investment €2,520+vat

Discount off rate card 75%



PROMOTIONAL INVESTMENT – Option 2

6 Weeks on Irish TV, Online and through Social Media

60 ads in total

2 Week Banner ad online

3 Facebook posts linking to your website or Facebook with Christmas offers.

Total Investment €1,350+vat

Discount off rate card 65%



PROMOTIONAL INVESTMENT – Option 3

6 Weeks on Irish TV, Online and through Social Media

30 ads in total

1 Week Banner ad online

1 Facebook posts linking to your website or Facebook with Christmas offers.

Total Investment €695+vat

Discount off rate card 65%



PRODUCTION

TV Commercial - A (Still)	€100+Vat
TV Commercial - B (Video supplied)	€200+Vat
TV Commercial - C (Video Normal Spec)	€1200+Vat
TV Commercial - D (Video Creative High Spec)	5000+Vat

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COUNTY MATTERS every day on *mail: tommieb09@eircom.net.*



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