

# solusaccess

**UTV** Radio solutions

## What is Solus Access?

Solus Access is a new premium airtime package from UTV Radio Solutions, where **all** ads are broadcast in the Solus news bulletin, giving your brand even greater cut through.

Radio is the most responsive news medium and local radio, with its ability to deliver the most relevant and up to date local, national and international news, makes the hourly bulletins an important part of the daily radio schedule. Solus Access also offers national advertisers the flexibility of having bespoke copy by urban area.

The Solus Access packages are planned to maximise peak listenership across 6 of our market-leading stations, between 8am-1pm.

With over 1million listeners weekly\*, Solus Access delivers both high reach in key urban areas and a unique solus news positioning.

What's more, Solus Access packages are limited to just three per week – so this is a unique way to help your commercials really stand out.



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Package 1	8.00	9.00	10.00	11.00	12.00	13.00	8.00
	11.00	12.00	13.00	8.00	9.00	10.00	11.00
Package 2	9.00	10.00	11.00	12.00	13.00	8.00	9.00
	12.00	13.00	8.00	9.00	10.00	11.00	12.00
Package 3	10.00	11.00	12.00	13.00	8.00	9.00	10.00
	13.00	8.00	9.00	10.00	11.00	12.00	13.00

\*Source: JNLR/MRBI/IPSOS Jan to December 09 weekly reach

## Cost Per Package

14 Spots – €12,000 ex VAT

Minimum commercial length is 30 seconds -  
Maximum commercial length of 50 seconds.

## Pro Rata

30 seconds – 100%  
40 seconds – 133%  
50 seconds – 160%

**solusaccess**  
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*your access to the perfect break*

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