



# SPORTSLINE

AVAILABLE TO SPONSOR JUN – AUG '12



## 1 PERFORMANCE

Audience	Inds	Abc1Ads	Ads	MenAbc1	Men	M1534
AverageTVR	0.17	0.2	0.2	0.23	0.21	0.17
30"Equivalents	188	217	218	253	237	184
Actuals	408	471	474	550	515	400
Coverage 000s	1,410	601	1,273	297	641	194
Coverage %	38.7	46.2	42.3	47.4	43.5	35.1

## 2 SCHEDULING

Period: Monday through to Sunday

- From Monday through to Friday Sportsline airs 3 x 10 minute reports at the following times: **13:20, 18:45 & 22:45**
- On Saturdays and Sundays Sportsline airs 2 x 30 minute reports at the following times: **19:30 & 22:30**

## ACCREDITATION

Sponsor credits (per 30 minute show):

- Opening Credit: 1 x 15 second audio/visual
- Closing Credit: 1 x 15 second audio/visual
- Break bumpers Credit: 2 x 5 second audio/ visual

Sponsor credits (per 10 minute show):

- Opening Credit: 1 x 10 second audio/visual
- Closing Credit: 1 x 5 second audio/visual

**INVESTMENT LEVEL - €10,000**