

NAME: **dlr FESTIVAL OF WORLD CULTURES
NEWTOWNSMITH STAGE SCREEN RATE CARD**

ADDRESS: Dún Laoghaire Rathdown County Council
Marine Road
Dún Laoghaire
Co. Dublin
Ireland

PHONE: (+353) 1 271 9555
FAX: (+353) 1 236 0217
E-MAIL: marketing@fwc.ie
CONTACT: Jennifer Jennings
FREQUENCY: Annual (July 2010)
RATE CARD EFFECTIVE: 2010

MAIN STAGE SCREEN RATES

The stage screen at Newtownsmith Main Stage will screen advertising during artist turnaround times.

Audience traffic 1pm – 3pm 15,000 people per hour
 3pm – 4pm 20,000 people per hour
 4pm - 7pm 30,000 people per hour

Saturday cycle: 4 screenings
 €3,500 for 1 x 30 sec ad
 8 screenings
 €5,000 for 1 x 30 sec ad

Sunday cycle: 4 screenings
 €3,500 for 1 x 30 sec ad
 9 screenings
 €5,500 for 1 x 30 sec ad

Weekend special 17 screenings
 €10,000 for 1 x 30 sec ad

MECHANICAL DATA SREEN- On Request



Announcing an Advertising Opportunity with the 2010 dlr Festival of World Cultures

dlr Festival is Ireland's premier family-friendly festival, established in 2001, we are now celebrating our 10th Anniversary. The Festival attracts 250,000 to Dún laoghaire over the three-day event and has recently been selected by Songlines as one of the '25 Best International Festivals'.

"an exhilarating mix of music, dance, performance art and magic... a family-friendly Glastonbury" *The Irish Times*



About Us:

Now in our 10th year, the dlr Festival of World Cultures will be held on 23rd, 24th, 25th July.

Immersed in folk, traditional, eclectic, tribal, digital and the experimental, the dlr Festival of World Cultures presents a kaleidoscopic programme of concerts & club nights, fairs & markets, performances, street events, workshops and so much more. It's Ireland's first Global Carnival and the biggest and brightest staycation of the year.

The Festival is committed to presenting a series of world music concerts that can be experienced by all in a unique and intimate local setting while also offering a 'passport to the world' programme of events, many of which are free to all.

Staged throughout the historic port town of Dún Laoghaire, the Festival attracts up to 250,000 music lovers, arts appreciators, trend-setters, families and community audiences.

