

# MUNSTER RUGBY

## PROGRAMME RATES 2010-11 SEASON



### Pool:

- Munster Rugby
- Ospreys
- London Irish
- Toulon



Heineken Cup  
(www.ercrugby.com)



Magners League  
(www.magnersleague.com)

Matches:	3 Home Games
Start Date:	7th October 2010
Format:	64 pages B5 Full Colour + Cover
Print Run:	35K minimum total
Page Size:	165 x 240mm
Ad Format:	QXD, PDF, Photoshop
Venue:	Thomond Park, Limerick
Price:	Season: Full Page: €2750 Half Page: €1750
	Per Match: Full Page: €1250 Half Page: €850

Matches:	11 Home Games
Start Date:	4th September 2010
Format:	64 pages B5 Full Colour + Cover
Print Run:	80K minimum total
Page Size:	165 x 240mm
Ad Format:	QXD, PDF, Photoshop
Venue:	4 Musgrave Pk/ 7 Thomond PK
Price:	Season: Full Page: €3000 Half Page: €2000
	Per Match: Full Page: €450 Half Page: €300

### Joint Package (Heineken Cup, Magners League) ★

Price: Full Page: €5000 Half Page: €3000

**SPECIAL**

### Munster v Australia Nov 16th 2010

Price: Full Page: €1000 Half Page: €600

**SPECIAL**



### JOINT PACKAGE SPECIAL OFFER OF FREE TICKETS

For the Heineken Cup/Magners League

Full Page Season Package advertisers will be entitled to 2 tickets for

**Munster v Leinster** and 2 tickets for either **Munster v Ospreys** or **Munster v Toulon**

For the Half Page Package 1 ticket will be available for each.

### Advantages of advertising with Munster Rugby:

- 2009/10 Best supported Club in the Magners League
- Over 270,000 tickets sold in 2009/10 season
- Thomond Park Capacity: 25,600
- Musgrave Park Capacity: 8,640
- A new programme printed for each match

The advertisement may be changed for each game giving you the opportunity to advertise specific events during the year. VAT @ 21% is extra.

I look forward to hearing from you.

Kind Regards

Aidan O'Mahoney  
Munster Rugby  
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