



Playing the best in **Uilleann Pipes,** Country & Irish Music

A welcoming online station built around the distinctive voice of the uilleann pipes, alongside country and Irish music. Uilleann Pipes Radio offers a simple place to listen, discover, and stay close to music with roots, melody and character.

STATION PROFILE

A distinctive musical mix.

Uilleann Pipes Radio is an online station bringing the sound of the uilleann pipes together with country and Irish music. Its music-led format invites listeners to settle in, discover a tune, and enjoy a shared love of melody, tradition and storytelling.

1 / UILLEANN PIPES

Music that celebrates the expressive sound, tradition and continuing life of the uilleann pipes.

2 / COUNTRY

Country selections chosen for strong songs, familiar voices and the stories that make the genre endure.

3 / IRISH MUSIC

Irish music that brings together heritage, song and a shared sense of place.



Historical instrument illustration, not station equipment. [The Metropolitan Museum of Art](#), object 89.4.858. Public domain.

WHO IT IS FOR

Designed for people who enjoy the uilleann pipes, country songs and Irish musical traditions. The station's focus also creates a natural conversation with artists, venues and cultural organisations working in these genres. Audience planning: verified listener statistics, demographics and reach figures are not included in this edition.

PRESS BOILERPLATE

Uilleann Pipes Radio is an online station playing the best in Uilleann Pipes, Country & Irish Music. Through its live stream, it brings together music rooted in tradition, storytelling and melody. The station welcomes listeners, artists, promoters and prospective partners who share an interest in this distinctive musical space.

Let's find the right connection.

Uilleann Pipes Radio welcomes conversations with organisations, artists and promoters whose work fits naturally alongside its musical focus. Every enquiry is considered individually, with the aim of finding a clear and appropriate way to work together.

1 Station sponsorship

Discuss a possible association with the station and its music-led listening environment.

2 Broadcast mentions

Explore whether carefully framed on-air mentions may suit a relevant campaign, service or event.

3 Musician interviews

Talk about opportunities to introduce performers and their music to listeners.

4 Event promotion

Discuss potential support for events connected with uilleann pipes, country or Irish music.

START WITH AN ENQUIRY

The following pages introduce a suggested rate card and sponsorship packages for owner review. Prices and inclusions are not approved offers; formats, delivery capacity, dates and terms must be confirmed before booking.

uilleannpipesradioshow@gmail.com

Simple formats. Clear starting prices.

REVISED INCLUSIONS FOR OWNER REVIEW — NOT AN OFFER TO BOOK

Package prices are retained as requested by the owner. Revised inclusions, standalone rates and booking terms remain proposals for review, not market-benchmarked prices or confirmed station inventory. A written booking confirmation is required before any sale.

Audio advert

€5 per play

One play of one advertiser-supplied, approved audio advert, up to 30 seconds.

Presenter-read mention

€10 per
mention

One approved sponsor mention, up to 20 seconds, where a presenter is available.

Website sponsor listing

€50 / 4 weeks

One logo and link for 4 consecutive weeks, after placement is implemented and approved.

Programme sponsorship credit

€25 per
broadcast

Opening and closing sponsor credits in one agreed broadcast; not category exclusivity.

Basic audio production

€40 per
advert

One script and one voice recording, up to 30 seconds; one minor revision. No music licensing included.

PLANNING A CAMPAIGN

Dates and deliverables. A campaign is 4 consecutive weeks, not a calendar month. Confirm dates, exact play/mention totals, available broadcasts and website placement before booking. Gold requires four suitable broadcasts; revise the quote if unavailable.

Assets and approval. Proposed lead time: supply copy, audio, logo, destination link and usage permissions at least 5 working days before launch. All content is subject to station approval; paid placements should be clearly identified.

Proposed currency: EUR (€). Prices exclude applicable taxes; tax treatment must be confirmed by the station owner.

Three ways to support the sound.

PRICES RETAINED / REVISED INCLUSIONS FOR OWNER REVIEW

Bronze

€150

4 consecutive weeks

A focused introduction for a local business, artist or event.

- 30 audio-ad plays, up to 30 seconds each.
 - One website sponsor logo and link for the campaign period.
- Suggested allocation: 7-8 audio plays per week; 30 total, not a daily frequency guarantee.

Silver

€300

4 consecutive weeks

More frequent exposure with a presenter-led element.

- 60 audio-ad plays, up to 30 seconds each.
- 8 presenter-read mentions, up to 20 seconds each.
- One website sponsor logo and link for the campaign period.
- One review of an advertiser-supplied script, up to 30 seconds, with one set of suggested edits.

Audio recording is not included.

Suggested allocation: 15 audio plays and 2 mentions per week, subject to presenter availability.

Gold

€500

4 consecutive weeks

A broader campaign with an agreed programme association.

- 100 audio-ad plays, up to 30 seconds each.
- 16 presenter-read mentions, up to 20 seconds each.
- One website sponsor logo and link for the campaign period.
- Opening and closing sponsor credits in 4 agreed broadcasts.
- One basic audio advert produced for the campaign: one script and voice recording, up to 30 seconds, with one minor revision. No music licensing included.

Suggested allocation: 25 audio plays and 4 mentions per week. Sponsorship credits are additional, not part of these counts.

Packages are alternatives, not cumulative. One advert/creative per package. Bronze and Silver exclude audio production; it may be added at the proposed €40 rate. Gold includes one basic production; the €40 production fee is not added again. Additional versions require a quote. No automatic renewal or category exclusivity is included.

Charges and booking terms. All figures are in EUR and exclude any applicable VAT or taxes; the owner must confirm tax treatment. Agree payment, cancellation and rescheduling terms in writing. If delivery is missed, agree replacement inventory or an appropriate refund.

Reporting and editorial independence. Proposed reporting: a delivery summary of scheduled and delivered placements, with playout logs where available. No listener, impression, sales or enquiry guarantees. Sponsorship does not buy playlist inclusion, an interview or editorial endorsement.

Discuss a package: uilleannpipesradioshow@gmail.com

CONTACT & BRAND ASSETS

A tune to share? We're all ears.

For artist, advertising or press enquiries, or to discuss a partnership, email the station with a short introduction and what you have in mind.

EMAIL THE STATION

uilleannpipesradioshow@gmail.com

LISTEN LIVE

Scan the QR code or open the direct audio stream.

server1.shoutcasthosting.ie:1190/stream



USING OUR BRAND

Station name

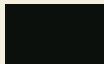
Always write the name exactly as “Uilleann Pipes Radio”. Do not add “The” before it or “Show” after it.

Tagline

Use: “Playing the best in Uilleann Pipes, Country & Irish Music”.

Approved logo

Use the complete approved green-and-cream logo, featuring uilleann pipes, a microphone and Celtic detailing. Keep its colours and proportions intact. A high-resolution PNG accompanies this kit.



Near-black #0B100D · Cream #F4F0DF · Emerald #216A43 · Sage #9FC69B

Listen live, share the music, and start a conversation with Uilleann Pipes Radio.