



CHRISTMAS DAY TV 2019

Airtime Opportunity

RTÉ is bringing you a brand-new Christmas Day offer this year. We will have short commercial breaks between all peak programmes on RTÉ One. These breaks will have no more than two adverts per break and are open to all advertisers.

RTÉ One had an average audience of 376K viewers and 22.6% share on Christmas Day last year in Peak time.

RTÉ One & RTÉ2 were the No. 1 & No. 2 channels on Christmas Day last year among Adults 15+, A15-34, A25-44 & HKWC.

Source: TAM/Nielsen, Individuals, Consolidated

| THE OFFER |
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| €6,500 for 1 x 30" spot |
| There will be a maximum of two adverts per break, so this cost includes PIB (Position in Break) |
| Break selectivity +10% |
| Priority will be given to longer lengths, up to and including December AB date (21st October). After this date all lengths will be accepted. |
| Programmes are likely to include – Movie Premiere, Fair City, Mrs Brown’s Boys |
| Limited to approximately 6 breaks |
| No deal discount will apply |



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