

GAA Package 2021



The GAA Championship is back in summer 2021 after a momentous and historic 2020 season. Dublin became the first team to win 6 in a row in Senior Football in a final played the Sunday before Christmas, and who can forget the epic hurling final with Limerick emerging victorious to lift the Liam McCarthy Cup.

GAA fans are readied in anticipation of an exciting and hard fought championship with many upsets, thrills and spills along the way.

2020 Championship in numbers



Average live play viewing
Hurling 388,000 **Football 415,000**



Hurling Final
512,000



Football Final
877,000



1.43m
total streams
of live play on RTÉ Player

Source: TAM/Nielsen, Consolidated, Individuals

Source: AT Internet

To discuss availability and book your package please contact Laura Lester at laura.lester@rte.ie

RTÉ Media Sales

GAA PACKAGE 2021

TV



Premium Package

Football & Hurling

Semi Finals & Final

(6 spot package – 2 x semi-finals;
4 x semi-finals & 2 x finals)

€125,000

Total TV Package:

Football & Hurling

(20 matches)

€175,000

Football Only

(12 matches)

€100,000

Hurling Only

(8 matches)

€75,000

DIGITAL



RTÉ Player Package

Hurling & Football
450,000 impressions

20 Matches

CPM - €50.00

Cost - €22,500

Term's & Condition's AV

- Available for bookings from official Sponsors of the GAA Football & Hurling All-Ireland Championship immediately and then open to all other advertisers from Tuesday 1st June;
- If advertisers wish to ensure their package/ bookings - for TV a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digital.bookings@rte.ie by 12 noon, Tuesday 8th June;
- If advertisers wish to ensure their bookings in highly demanded categories, a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digital.bookings@rte.ie by 12 noon, Tuesday 8th June. RTÉ will confirm advertiser break allocation for highly demanded categories by 12 noon, Friday 11th June;
- Full Packages will be given priority over individual spot requests – cut off for Total TV Package requests will be 12 noon Tuesday 8th June and the cut off for Premium 6 Spot Package requests will be 12 noon Thursday 10th June;
- Individual spot requests will be accepted from 12 noon Thursday 10th June;
- PIB will incur an additional cost of 25% and the Caria must include PIB request;
- Break selection available at an additional 20%
- TV Package Costs will include replays;
- Relevant contracted discount will be applied to TV packages/bookings and spend will contribute towards GED as per trading policy. This offer only applies to clients with run of day deals;
- Costs are fixed and non-reconcilable;
- Limited availability of Digital Packages;
- Digital Packages are live and VOD and include The Sunday Game highlights programme live and VOD;
- Matches are subject to editorial scheduling.

Radio



The Radio Schedule has yet to be finalised. Expressions of interest will be accepted and RTÉ Media Sales will revert once the schedule has been confirmed.