



# THE LATE LATE TOYSHOW

## 2019

### BE THERE

The biggest night of the TV year is back! Ryan returns with his little helpers to bring you the magic of The Late Late Toy Show! Last year's show had an average audience of over 1,550,000, a share of 72% of Individuals, 77% of HKWK and 88% of Children. With a new and exciting theme, this year will be the biggest yet for this festive favourite!

\*Source: Nielsen/TAM, Individuals, Consolidated

**RTE** Media Sales



# AV PACKAGES



## PLATINUM PACKAGE (1 available) €78,500

### TV

Spot in Late Late Toy Show  
Spot in Repeat

Break 1, positioned first in break  
Break 1, positioned first in break

### DIGITAL

RTÉ Player  
Multi Platform Overlay RTÉ.ie

150,000 streams + FIB  
Build included



## GOLD PACKAGE (1 available) €59,500

### TV

Spot in Late Late Toy Show  
Spot in Repeat

Break 2, positioned first in break  
Break 2, positioned first in break

### DIGITAL

RTÉ Player

150,000 streams



## PREMIUM PACKAGE (1 available) €57,000

### TV

Spot in Late Late Toy Show  
Spot in Repeat

Break 3, positioned first in break  
Break 3, positioned first in break

### DIGITAL

RTÉ Player

150,000 streams

### AUDIENCE PRIZE GIVEAWAY

- Media fee of €10,000 required to secure giveaway within the LLTS (all prizes subject to editorial approval). Once the prize is approved, the prize sponsor must provide 230 prizes at a value of €150 each (in addition to the media fee).
- The on air script for the giveaway is approx 25-30 seconds duration, and will be subject to RTÉ approval and changes.
- The mechanic of the giveaway (Prop/Images/Footage) are also subject to RTÉ approval.
- The positioning of the giveaway is subject to editorial discretion.

### Terms and Conditions

- TV costs are based on 30 second copy. RTÉ Player costs based on 0-30 second copy
- Car advertisers cannot avail of these packages, due to the FIB positioning element in the offer, which clashes with the current programme sponsor.
- If advertisers wish to ensure their AV / audience prize packages, a Caria booking (and an expression of interest for the audience prize) must be received by RTÉ by 12.30pm on 20th September.
- In the event of over subscription, RTÉ will confirm whether applicants have been successful in securing airtime by Friday 27th September.
- Priority for Gold and Premium packages will be offered to non-successful Platinum package applicants based on the allocation criteria.
- Allocation criteria will include overall GED commitment and YOY expenditures, etc.
- Individual spot bookings will not be taken until package allocation has been finalised.
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable.

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