

MARKET RATE FOR SUPERMARKET CATEGORY DECEMBER 2021

Due to unprecedented demand for the Supermarket Category on TV, in the pre-Christmas period, Market Rate will apply for any additional revenue or for any changes or amendments for the category from the 1st-24th December.

In order to prioritise delivery and to ensure a fair allocation of airtime, RTÉ Media Sales will not be in a position to accept any additional revenue against spot buys for the category for this period, with immediate effect.

Please contact a member of the Implementation Team with any queries you might have on additional budget or amendments you may wish to make to current bookings before sending in new/revised Caria's.