



ONLINE DIRECT RESPONSE PACKAGE



TV & RADIO



RTÉ are offering an Online Direct Response package at a combined **post-Christmas CPT of €3.00 for TV and Radio**

Currently **73% of regular users** of ecommerce sites have watched RTÉ TV or listened to RTÉ Radio in the last 7 days*

PACKAGE DETAILS

This Online Direct Response package is exclusively available to **online-only retailers** between 26/12/2018 and 06/01/2018.

TV AND RADIO CPT: €3.00

- Airtime will be slotted between 06:00 – 17:59 on TV on RTÉ One and RTÉ2.
- Airtime will be slotted between 06:00-24:00 on RTÉ Radio 1, RTÉ 2FM and RTÉ lyric fm.

TERMS & CONDITIONS

- Offer is not available to Retailers offering 'online' as part of their overall sales package.
- Airtime will be slotted at RTÉ's discretion.
- This offer may be withdrawn at short notice.

*Source: TGI, base 10 ecommerce sites. Regular users listened to any RTÉ Radio or watched any RTÉ TV Channel.

FOR MORE INFORMATION CONTACT:

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