



FIFA WORLD CUP  
Qatar 2022™

# FIFA WORLD CUP QATAR 2022™



One of the most prestigious events on the international sporting calendar, the FIFA World Cup 2022™ will be taking place in Qatar, with 32 nations competing against each other for the coveted cup! With continental qualification pathways leading to an exciting finals event, it brings fans together around the passion and love for the game.

This is an ideal opportunity to get your brand in front of RTÉ sports and soccer fans! RTÉ are offering the following package to clients and advertisers.



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## FIXTURES

### 21-Nov

10.00	Mon	Tier 3	Senegal v Netherlands
13.00	Mon	Tier 3	England v Iran
16.00	Mon	Tier 3	Qatar v Ecuador
19.00	Mon	Tier 2	USA v Euro Play Off

### 22-Nov

10.00	Tue	Tier 3	Argentina v Saudi Arabia
13.00	Tue	Tier 3	Denmark v Tunisia
16.00	Tue	Tier 3	Mexico vs Poland
19.00	Tue	Tier 3	France v ICP1

### 23-Nov

10.00	Wed	Tier 3	Morocco v Croatia
13.00	Wed	Tier 3	Germany v Japan
16.00	Wed	Tier 3	Spain v ICP2
19.00	Wed	Tier 3	Belgium v Canada

### 24-Nov

10.00	Thur	Tier 3	Switzerland v Cameroon
13.00	Thur	Tier 3	Uruguay v Korea Republic
16.00	Thur	Tier 3	Portugal v Ghana
19.00	Thur	Tier 3	Brazil v Serbia

### 25-Nov

10.00	Fri	Tier 3	Euro Play Off v Iran
13.00	Fri	Tier 3	Qatar v Senegal
16.00	Fri	Tier 3	Netherlands v Ecuador
19.00	Fri	Tier 2	England v USA

### 26-Nov

10.00	Sat	Tier 3	Tunisia v ICP1
13.00	Sat	Tier 3	Poland v Saudi Arabia
16.00	Sat	Tier 2	France v Denmark
19.00	Sat	Tier 3	Argentina v Mexico

### 27-Nov

10.00	Sun	Tier 3	Japan v ICP2
13.00	Sun	Tier 3	Belgium v Morocco
16.00	Sun	Tier 3	Croatia v Canada
19.00	Sun	Tier 1	Spain v Germany

### 28-Nov

10.00	Mon	Tier 3	Cameroon v Serbia
13.00	Mon	Tier 3	Korea Republic v Ghana
16.00	Mon	Tier 3	Brazil v Switzerland
19.00	Mon	Tier 2	Portugal v Uruguay

### 29-Nov

15.00	Tue	Tier 3	Netherlands v Qatar (TBC)
19.00	Tue	Tier 1	Euro Play Off v England (TBC)

### 30-Nov

15.00	Wed	Tier 3	Tunisia v France (TBC)
19.00	Wed	Tier 2	Poland v Argentina

### 01-Dec

15.00	Thur	Tier 3	Croatia v Belgium
19.00	Thur	Tier 3	Japan v Spain/ICP 2 v Germany

### 02-Dec

15.00	Fri	Tier 3	Korea Republic v Portugal (TBC)
19.00	Fri	Tier 3	Cameroon v Brazil (TBC)

### 03-Dec

15.00	Sat	Tier 3	1A v 2B
19.00	Sat	Tier 2	1C v 2D

### 04-Dec

15.00	Sun	Tier 2	1D v 2C
19.00	Sun	Tier 2	1B v 2A

### 05-Dec

15.00	Mon	Tier 3	1E v 2F
19.00	Mon	Tier 1	1G v 2H

### 06-Dec

15.00	Tue	Tier 2	1F v 2E
19.00	Tue	Tier 2	1H v 2G

### 09-Dec

15.00	Fri	Tier 1	QF W53 v W54
19.00	Fri	Tier 1	QF W49 v W50

### 10-Dec

15.00	Sat	Tier 1	QF W55 v W56
19.00	Sat	Tier 1	QF W51 v W52

### 13-Dec

19.00	Tue	Tier 1	SF W57 v W58
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### 14-Dec

19.00	Wed	Tier 1	SF W59 v W60
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### 17-Dec

15.00	Sat	Tier 3	3rd Place Play Off
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### 18-Dec

15.00	Sun	Tier 1	Final
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30 second spot prices

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LIVE GAMES	BREAK TYPE			
<b>PACKAGES</b>	<b>Centre (Half time)</b>	<b>In/Out Match</b>	<b>Studio</b>	<b>In/Out Prog</b>
Tier 1 Games ( 10 spots)	€97,125	€70,875	€42,000	€21,000
Tier 2 Games ( 10 spots)	€56,700	€32,025	€24,150	€18,900
Tier 3 Games ( 36 spots)	€108,675	€63,000	€49,350	€33,600
<b>Total (56 spots)</b>	<b>€250,000</b>	<b>€158,000</b>	<b>€110,000</b>	<b>€70,000</b>
<b>INDIVIDUAL SPOTS</b>				
Final	€20,000	€16,000	€7,000	€5,000
Semi final	€13,000	€10,400	€6,500	€3,000
Qtr final	€12,000	€9,600	€6,000	€3,000
	<b>Centre</b>	<b>End</b>		
Highlights Package (22 spots)	€20,000	€15,000		
<b>RTÉ PLAYER PACKAGE*</b> (including highlights programmes)	<b>CPM</b>	<b>PRICE</b>		
<b>500,000 impressions</b>	<b>€65</b>	<b>€32,500</b>		

\*Please note: If oversubscribed RTÉ Player packages will be allocated at RTÉ's discretion. \*\*Pro rata rates will apply for spots longer than 30 seconds.

### Quality Pricing - to be applied to above rates

- PIB @ 30%
- Break Selectivity @ 20% - only available for the 4 key breaks (Half times and into/out of match)
- No Break selectivity available for studio break packages or in/out of programme packages

### This pricing structure applies to general market

Additional discount available to sponsors

### Notes on Tiers/Packages:

- Full Packages will take priority over Tiered packages and Individual spot buys until 30th August, after which all other packages and spot requests will be accepted where airtime is available
- If advertisers wish to secure their booking in highly demanded categories, a Caria booking must be received by 30th August 17.30pm - any over subscribed categories will be allocated by 2nd September
- Due to oversubscriptions and limited availability for the bookmaker's category we are reissuing an earlier deadline for this category in order to better manage allocations. The deadline for this category will be 16th August. RTÉ will confirm allocation by 19th August
- Costs are fixed and non-reconcilable
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable
- All bookings must be received by Caria
- In/out of programme packages will be sold as a rotational package only
- Studio break spot numbers may be subject to change - any changes to spot numbers will be pro rata
- Whistle-to-whistle breaks and VOD packages will not be available to the bookmaker category

### For more information contact:

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