

## RTÉ Campaign Policies

### TV

#### ABs

- AB agreed pricing and quality parameters are only applicable to campaigns received by published AB deadlines.
- AB published prices are revised with TAM Establishment survey universe changes.
- AB Published prices may be subject to review and republished if market demands.
- RTÉ will deliver discounts against AB published pricing across relevant deal period.

#### Delivery

- Under and over deliveries will be reconciled and agreed as Value which will carry forward into next deal period.
- Over deliveries in any deal period could result in clawback in next or future deal periods.

#### Seasonal Pricing

- Published Alcohol pricing will not be additive to Seasonal Category pricing.
- Published Seasonal prices are revised with TAM Establishment survey universe changes.

#### Quality Indices

- Loadings for PIB, Centre's, Selectivity are additional to the published rate or agreed deal pricing
- Indices are applied independently to the base rate and not cumulatively, for example:  
PIB (1.3) and CB (1.1) a total index of 1.4 will be applied  
For example if base price €50 x 1.4 = €70  
Or, €50 x 1.3 = €65 (€15 additional charge), €50 x 1.1 = €55 (€5 additional charge) - total additional charge = €20, total cost €70
- Position in Break: first / last - Index of 1.3.
- Position in Break: second and penultimate - Index of 1.15
- Centre Break - Index of 1.1
- Break selectivity: Index of 1.2

#### Peak Indices

- 1800-23.29 - Index 1.3
- 21.00-23.29 - Index 1.45

#### Quality Delivery

- All deal quality guarantees to be delivered on an annualised basis.

#### Specials

- 100% cancellation charge applies to Specials
- Specials are published and deal discounts do not apply unless otherwise stated.

## Cancellation Policies

Time Frame	Cancellation Charge
Up to 1 week after AB discount deadline	10%
Up to 2 weeks after AB discount deadline	20%
Up to 3 weeks after AB discount deadline	40%
Up to 4 weeks after AB discount deadline	50%
4 weeks+ after AB discount deadline	100%

## Cancellation, Deferment & Amendment Policy

### Deferments

- Deferments from month to month within the deal period may be treated as cancellations and must be discussed with RTÉ prior to movement
- If a deferment is deemed a cancellation, the below policy will apply.

### Cancellations – Spot Buys/ Specials

- Cancellations of individual spot buy must be discussed with the Implementation team. Spot buys may be subject to 100% cancellation charge.
- Cancellation of specials will be subject to 100% cancellation charge.

### Amendments

- Any change in campaign details including short-term buying strategy changes, late/ additional monies, commercial length, audience or date changes, must be put in writing. Such changes may incur cost penalties should RTÉ deem that market conditions dictate.
- Budget increases will be treated as late approvals and late booking penalties will apply. Budget decreases will be treated as cancellations, should they occur after written confirmation of details.

### Payment Terms & VAT

- All Invoices must be paid within 30 days.
- All rates/costs are exclusive of VAT.
- New advertisers without a credit history with RTÉ must pre-pay 2 weeks in advance of transmission date.

## **Digital RTÉ Player**

### **Lengths**

- Minimum campaign length may apply depending on number targeting requests and availability at that time
- Different time length conversions may be applicable and published for market specials

### **Programmatic Guaranteed**

- Programmatic guaranteed streams approved cannot be reduced without incurring a cancellation charge.
- No first look/ header bidding permitted.
- All Programmatic requests must be matched and an impression returned to RTÉ.
- In month programmatic streams approved are subject to availability and price loadings may apply.

### **PMP (Private Marketplace)**

- PMP is available subject to availability once PG approvals have been delivered, delivery is not guaranteed by RTÉ.

### **Direct IO**

- In month approvals are subject to availability and price loadings may apply.

### **Offers/ Opportunities**

- All offers & opportunities are subject to change and availability at the time of booking.

### **RTÉ Player Specials**

- Agreed Deal rates or discounts do not apply to RTÉ Player specials.
- Bookings will remain open depending on availability.
- Programmatic bookings will be accommodated for specials but may not be possible for all events. This is subject to change. Please check with an RTE Account Manager in advance of booking.

### **RTÉ Player Deal Principals**

- Maximisation of viewability and user experience underpins all deal delivery
- Programmatic VOD – Pre, and mid rolls
- Direct IO VOD - Pre, and mid rolls
- All deals are ROS unless agreed otherwise and will incur loadings as published above

## **Display**

### **Targeting Loadings**

- All deals are ROS unless agreed otherwise and will incur loadings.
- Black out days for Home Page Takeover (HPTO) are not eligible for 2 for 1 or 3 for 2 offers ie. Budget week, Late Late Toy Show, Black Friday, Cyber Monday. Please note this list is not exhaustive.
- Home Page Takeover includes the Home Page, News index and App.
- Section Takeovers:
  - News
  - Sport
  - Business
  - Entertainment

All of the above include the Index Page plus App.

Lifestyle and Culture includes Index Page, App plus Article pages.

## **Audio**

### **Radio**

#### **Seasonal Pricing**

- Jan – Aug and Sep – Dec pricing apply to linear radio.
- Seasonal pricing does not apply to charity rates or RTÉ Raidió na Gaeltachta.

#### **Packages**

- RTÉ Radio 1: minimum 10 spots across 3 time segments
- RTÉ 2FM: minimum 14 spots across 4 time segments
- RTÉ lyric fm: no minimum spot amount
- RTÉ Raidió na Gaeltachta: no minimum spot amount

#### **CPT Buys**

- Minimum campaign length – 3 days
- Airtime will be allocated across a minimum of 3 time segments per channel
- No minimum spend requirement

#### **Spot Buys**

- Spot buys will take precedence over CPT & package bookings.
- All spot buys are rate card.

## Targeting Indices

- Position in Break: 1.3
- Fixed Spot: 1.2
- Fixed Programme: 1.2

## Cancellation Policy

- Outside of Q4 Radio will operate a more flexible cancellation policy for 2025.
- Cancellations and deferments will be dealt with as they arise.
- Where campaigns are rebooked and are more than one week from transmission no cancellation charges will apply.
- Applicable January-September - subject to review.

## Cancellation Policy Q4 2025

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