



# 2018 Rate Card



RTÉ Media Sales | AV, Digital, Radio & Print



**AV.**



**DIGITAL.**



**RADIO.**



**PRINT.**

[www.rte.ie/mediasales](http://www.rte.ie/mediasales)

# 98% National Reach

Source: Kantar



WATCH • LISTEN • DISCOVER



RTÉ is Ireland's National Public Service Media Organisation [www.rte.ie/explore](http://www.rte.ie/explore)

**AV.**

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# Fixed Prices January - December 2018

## RTÉ Media Sales | TV



Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Nov Supermarket Price	Dec	Dec Supermarket Price
Adults 15+	€6.85	€7.79	€8.78	€10.86	€11.97	€12.59	€7.50	€7.29	€13.05	€13.21	€14.93	€17.17	€9.85	€11.33
Adults 15 - 24	€103.11	€120.38	€142.19	€167.93	€194.90	€173.59	€111.80	€106.70	€194.29	€208.44	€243.12	€279.59	€148.23	€170.47
Adults 15 - 34	€43.27	€47.61	€54.61	€69.89	€77.35	€71.17	€45.49	€45.46	€87.57	€88.99	€102.99	€118.44	€73.66	€84.71
Adults 25 - 44	€31.40	€33.20	€37.14	€46.31	€50.47	€51.62	€36.50	€36.51	€60.12	€62.60	€67.15	€77.22	€49.85	€57.33
Adults ABC1	€22.83	€25.43	€30.19	€38.20	€39.39	€44.50	€25.31	€24.85	€47.59	€46.81	€51.21	€58.89	€36.63	€42.12
Men 15+	€17.01	€18.08	€20.64	€25.51	€27.22	€25.65	€17.69	€17.18	€31.07	€28.29	€33.74	€38.80	€22.91	€26.35
Men 15 - 34	€107.08	€113.21	€120.59	€167.46	€190.09	€169.73	€94.77	€93.92	€203.24	€216.44	€222.56	€255.95	€176.86	€203.38
Men ABC1	€55.68	€62.34	€72.97	€87.80	€92.81	€93.25	€53.54	€56.21	€109.85	€102.89	€125.63	€144.48	€92.14	€105.96
Women 15+	€11.48	€13.69	€15.29	€18.90	€21.36	€24.74	€13.03	€12.65	€22.51	€24.77	€26.79	€30.81	€17.28	€19.87
Women 25 - 44	€61.00	€64.32	€78.30	€89.49	€97.44	€91.87	€65.91	€65.90	€105.37	€123.25	€115.95	€133.34	€86.35	€99.30
Women ABC1	€38.72	€42.97	€51.49	€67.64	€68.45	€85.13	€47.99	€44.54	€83.96	€85.86	€86.42	€99.38	€60.79	€69.91
Housekeepers	€11.61	€13.44	€15.05	€19.25	€20.38	€21.86	€12.90	€12.97	€23.13	€24.39	€27.01	€31.06	€17.27	€19.86
HK with Kids	€51.95	€61.38	€69.38	€82.29	€91.79	€107.21	€70.59	€70.98	€113.30	€108.71	€125.60	€144.44	€82.73	€95.14
Children 4 - 14	€14.44	€17.35	€19.46	€24.24	€25.34	€27.31	€16.91	€16.90	€32.07	€36.47	€36.75	-	€20.44	-
Toys & Games	-	-	-	-	-	-	-	-	€34.00	€53.00	€53.00	-	€34.00	-
Adults 18-34	€48.98	€57.50	€64.07	€75.91	€87.68	€82.36	€51.44	€51.43	€102.08	€103.45	€131.62	€151.36	€84.74	€97.45
Men 18 - 34	€120.20	€128.99	€150.75	€175.80	€210.13	€196.25	€114.04	€113.07	€225.04	€254.60	€298.00	€342.70	€217.14	€249.71



- 1 Kids / Toys & Games prices are for airtime bought in TRTÉ time. Note: Dec Toys & Games CPT only applies to campaigns running 1/12/18 – 16/12/18.
- 2 The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
- 3 Split Pricing will be published for December in Advance of AB Deadline, and will not apply to the supermarket category.
- 4 Limited availability for Women 25-44.
- 5 Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.

# Daytime Fixed AB prices TV 2018

RTÉ Media Sales | TV



	January	February	March	April	May	June
Ads	€3.20	€3.70	€3.95	€5.25	€5.90	€6.30
HKWC	€23.00	€27.00	€30.00	€36.00	€40.00	€48.00

- Airtime will be slotted between 06:00 - 17:59 across RTÉ One & RTÉ 2 and at RTÉ's discretion
- Revenue spent against this offer will contribute towards GED as per Trading Policy
- This offer is subject to availability and can be withdrawn at very short notice

# RTÉ Player

Prices 2018

## RTÉ Media Sales | Digital



<b>VOD 30sec</b>	<b>January - February</b>	<b>March - June</b>	<b>July - August</b>	<b>September - December</b>
ROS	€65	€80	€55	€100
Men / Women	€72	€88	€61	€110
M1834 / W1834	€81	€100	€69	€125
AD2544	€68	€84	€58	€105
AABC1	€75	€92	€63	€115
A1824	€85	€104	€72	€130
Genre Targeting	POA	POA	POA	POA
Programme Targeting	POA	POA	POA	POA
Time of Day	10%	10%	10%	10%
First in Break	25%	25%	25%	25%
Location Targeting	25%	25%	25%	25%
Single Platform Targeting	15%	15%	15%	15%
In Read Video	€45	€55	€40	€70

For AB Deadlines please see: <https://digitalmediasales.rte.ie/news/2018-ab-deadline-dates-issued/>

For further information please contact the RTÉ Trading Team

# DIGITAL.

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# RTÉ.ie & RTÉ News Now App

## 2018 Rate Card

### RTÉ Media Sales | Digital



<b>Content Section</b>	<b>Display rate CPM MPU / Leaderboard</b>	<b>Display Rate CPM Billboards / Half Page Large Formats</b>	<b>HPTO per day (Weekday)</b>	<b>HPTO per day (Weekend)</b>
Run of Site	€20	€40	-	-
Home	€20	€40	€14,000	€16,000
News	€20	€40	€14,000	€16,000
Business	€30	€60	€14,000	€16,000
Life & Style	€30	€60	€5,000	€4,000
Ten (Entertainment)	€30	€60	€5,000	€4,000
Sport	€30	€60	€5,000	€6,000
Player	€40	€80	-	-
Keyword/Topic	€40	€80	-	-
Special Interest	€40	€80	-	-
Run of site video	€45	-	-	-
Audio Pre-rolls	€30	-	-	-

<b>Special Formats</b>	<b>Display rate CPM MPU / Leaderboard</b>
Overlays	Price on enquiry
Pushdowns	Price on enquiry
Wallpapers	Price on enquiry
Branded Content	Price on enquiry

**RADIO.**

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# Spot Rates 2018

## RTÉ Media Sales | Radio



RTÉ Radio 1	Monday - Friday	January - June	July - August	September - December
	Pre 07.00	€43	€24	€47
	07.00 - 09.00	€2,360	€1,310	€2,591
	09.00 - 12.55	€1,502	€834	€1,649
	12.55 - 13.45	€1,877	€1,042	€2,061
	13.45 - 15.00	€1,877	€1,042	€2,061
	15.00 - 16.30	€644	€357	€707
	16.30 - 19.00	€644	€357	€707
	Post 19.00	€43	€24	€47
	Saturday - Sunday	January - June	July - August	September - December
06.00 - 08.00	€129	€71	€141	
08.00 - 10.00	€1,019	€566	€1,119	
10.00 - 11.00	€1,823	€1,012	€2,002	
11.00 - 13.00	€1,823	€1,012	€2,002	
13.00 - 14.00	€1,073	€595	€1,178	
14.00 - 19.00	€375	€208	€412	
Post 19.00	€43	€24	€47	

2FM	Monday - Sunday	January - June	July - August	September - December
	07.00 - 19.00 Primetime	€429	€238	€471
	06.00 - 24.00 TAP	€290	€161	€318
	19.00 - 01.00 Night-time	€43	€24	€47

Lyric FM	Monday - Sunday	January - June	July - August	September - December
	07.00 - 19.00 Primetime	€161	€89	€177

January to June Prices apply 01/01/2018 - 01/07/2018 | July-August Prices apply 02/07/2018 - 02/09/2018 | September - December Prices apply 03/09/2018 - 30/12/2018  
Charity Rates available on request.

# CPT Rates 2018

## RTÉ Media Sales | Radio



CPT Rates	Jan - June	July - August	September - December
Adults	€3.98	€2.21	€4.36
A1534	€32.30	€17.93	€35.46
AD2544	€15.93	€8.84	€17.49
HWCH	€16.14	€8.96	€17.72
AABC1	€8.09	€4.49	€8.88
	<b>Jan to June pricing applies</b> 01/01/2018 - 30/06/2018	<b>July - August pricing applies</b> 01/07/2018 - 31/08/2018	<b>September - December pricing applies</b> 01/09/2018 - 31/12/2018



CPT Campaigns must run for a minimum of three days



CPT pricing is based on JNLR Universe January 2017 - December 2017



CPT Prices will be amended to reflect new JNLR universes

# PRINT.

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# Advertisement Rates

## Effective 1<sup>st</sup> January 2018

### RTÉ Media Sales | Print



Show	Media Fee
Full Page Colour	€7,100
Half Page Colour	€3,950
Third Page Colour	€3,250
Quarter Page Colour	€2,350
Outside Back Cover	€8,950
Inside Front Cover	€7,750
Inside Back Cover	€4,550
Double Page Spread	€13,950
1st Double Page Spread (pages 2/3)	€15,500
Stitched-in Inserts	€65 (per 1000)
Loose Inserts	€55 (per 1000)

### Other Rates

Guaranteed Position	20%
Christmas Issue (Double Issue)	Double the rates

### Rates on application

- Sponsorship of Lifestyle, Entertainment and TV Listings
- Gatefolds
- Tip-ons and Sampling
- Bespoke Creative
- Native Advertising



# Taste Ireland Magazine

RTÉ Media Sales | Print



## Advertisement Rates Effective for 2018

Inside Front Cover	€1,700
Outside Back	€2,500
Full Page Colour	€1,500
Half Page Colour	€900
Double Page Spread	€2,900

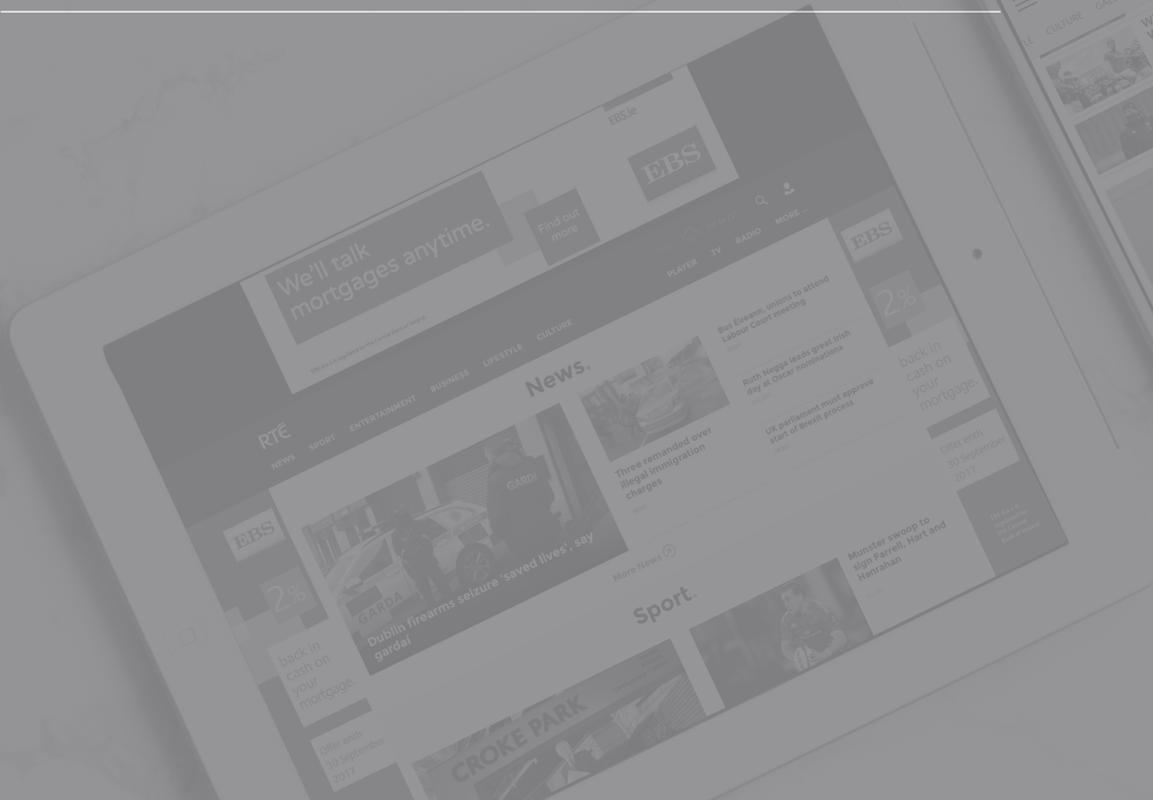
**taste Ireland** magazine is an 84 page, high glossy perfect bound celebrity chef food magazine. Now in its fourth year it has really made a mark for itself in Irish Publishing with four issues plus an annual per annum. This publication enjoys an average sales figure of just under 8,000 copies and a reach of 32,000 readers.

Advertising manager: Karen Foster | 01 2082880 / 087 9290922 | karen.foster@rte.ie

Production manager: Lynn McKeown | 01 2082919 | lynn.mckeown@rte.ie

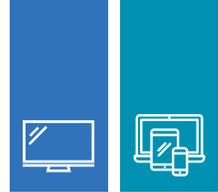
# ADVANCE BOOKING DEADLINES

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# Advance Booking Deadlines 2018

## RTÉ Media Sales | AV



Month	8 Week Early AB	6 Week Early AB
January	-	27th November 2017
February	-	3rd January
March	-	18th January
April	-	19th February
May	-	20th March
June	-	20th April
July	-	21st May
August	-	20th June
September	-	20th July
October	7th August	20th August
November	6th September	20th September
December	5th October	19th October



5% discount will apply at 8 week AB dates for the following categories: Oct-Dec Supermarkets, Cars, Cable, Satellite & Telecommunications



6 week ABs will not be available for Supermarkets, Cars, Cable, Satellite & Telecommunications from Oct-Dec



Bookings are to be received by 17.30 on the stated deadline day – Any bookings received after this time will not be entitled to Advanced Booking Discount



Short term pricing may apply in tightly traded months to certain audiences/categories – This may mean the withdrawal of certain audiences after the ab deadline

# Advance Booking Deadlines 2018

## RTÉ Media Sales | Radio



Month	8 Week Early AB	6 Week Early AB
January	-	30th November 2017
February	-	8th January
March	-	23rd January
April	-	22nd February
May	-	23rd March
June	-	25th April
July	-	24th May
August	-	25th June
September	-	25th July
October	10th August	23rd August
November	11th September	25th September
December	10th October	24th October

### AB Discount applies only to CPT campaigns



5% discount will apply at 8 week AB dates for the following categories: Oct-Dec Supermarkets, Cars, Cable, Satellite & Telecommunications



6 week ABs will not be available for Supermarkets, Cars, Cable, Satellite & Telecommunications from Oct-Dec



Bookings are to be received by 17.30 on the stated deadline day – Any bookings received after this time will not be entitled to Advanced Booking Discount



Short term pricing may apply in tightly traded months to certain audiences/ categories – This may mean the withdrawal of packages within month of transmission

# TERMS & CONDITIONS

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## AV Cancellation, Deferment & Amendment Policy



### Deferments

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



### Cancellations Charges Spot Buys/Specials

- Cancellations of Individual spot buys must be discussed with relevant account manager
- Spot buys may be subject to 100% cancellation charge
- Cancellation of specials will be subject to 100% cancellation charge

Time Frame	Cancellation Charges
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%



## AV Cancellation, Deferment & Amendment Policy



### Price Conversion from 30" Rates

Seconds	5	10	15	20	30	40	50	60
Factor	0.5	0.5	0.67	0.8	1	1.33	1.67	2



### 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

# Terms & Conditions

## RTÉ Media Sales | Radio



### Spots & Costs

- All spots are subject to availability
- Spots and break durations may be subject to change by RTÉ prior to transmission
- In the case that specified spots are not available at time of booking, a comparable alternative will be offered
- RTÉ Media Sales Radio reserves the right to amend and/or remove spots at any time
- All spot/CPT prices are based on 30" ad durations
- Charity rate is a maximum length of 20" and only available to registered charities
- A maximum of 6 spots per channel per week can be purchased on the charity rate



### 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



### Bookings

- All bookings must be emailed to [radio.bookings@rte.ie](mailto:radio.bookings@rte.ie) your Radio Account Manager
- Bookings will only be confirmed as approved when sent to this email address

### Price Conversion from 30" Rates

Seconds	5	10	15	20	25	30	35	40	45	50	60
% Ratio	50%	50%	70%	80%	90%	100%	133%	133%	150%	167%	200%

For Radio cancellations, deferments and amendments see AV policy on the previous page.

See further Terms & Conditions at: <https://tvmediasales.rte.ie/wp-content/uploads/2014/06/RTE-TVSALES-TERMSANDCONDITIONS.pdf>



## Cancellation, Deferment & Amendment Policy - Radio

Time Frame	Cancellation Charge
Less than one week to transmission	100%
Up to one week from transmission	50%
1 - 2 weeks from transmission	40%
2 - 3 weeks from transmission	20%
3 - 4 weeks from transmission	10%
4 weeks + from transmission	N/A



### Cancellations Charges Spot Buys

- Cancellations of individual spot buys must be discussed with your Radio Account Manager
- Cancellation of spot buys may be subject to 100% cancellation charge



### Deferments

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



### 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



### Amendment Policy for Heavily Traded Categories / Markets

- All late bookings / amendments will be subject to surcharges

Time Frame	Loss of Discount
Post AB & up to 4 weeks prior to transmission date	2 Points
3 - 2 weeks from transmission	5 Points
Within 2 weeks of transmission	Market Price

- If there are multiple campaign amendments, each change may incur the penalty should market conditions dictate i.e. If there is a short-term price published
- Surcharges are against any short-term price if published

# Copy Instructions & Delivery

RTÉ Media Sales | Radio



## Copy Clearance

- All copy must be submitted and cleared by Ad Clearance PRIOR to transmission
- Copy/scripts should be sent to [adclearance@rte.ie](mailto:adclearance@rte.ie)
- The Ad Clearance form can be downloaded at <http://www.rte.ie/radio/advertising/copy-and-traffic.htm>



## Copy Instructions

- All copy instructions/music details must be emailed on the RTÉ Consignment form by 12 midday 1 working day PRIOR to the transmission date being closed
- Copy instructions should be sent to [radiotraffic@rte.ie](mailto:radiotraffic@rte.ie)
- Copy instructions/consignment form can be downloaded at <http://www.rte.ie/radio/advertising/copy-and-traffic.htm>



## Copy Delivery

- All audio must be received by 12 noon 1 working day PRIOR to the transmission date being closed
- Audio can be sent to [radio.commercial@rte.ie](mailto:radio.commercial@rte.ie)
- Audio should be sent in WAV or MP3 format

# Terms & Conditions

## RTÉ Media Sales | Print



### Acceptance of Advertising

- All advertisements shall be subject to the approval by the RTÉ Guide to ensure compliance with all relevant legislation including RTÉ's own internal Codes on Advertising (and which shall be amended from time to time) as well as compliance with Code of Advertising Standards for Ireland maintained by the Advertising Standards Authority for Ireland (ASA).
- The RTÉ Guide reserves the right, at its absolute discretion and without incurring any liability, to decline to publish any advertisement without giving any reason for so declining but in such event the Advertiser or Agency shall not be liable to pay for any advertisement, which the RTÉ Guide so declines to publish.



### Acceptance of Terms & Conditions

The placing of a booking with the RTÉ Guide by an Agency or Advertiser shall be deemed acceptance by it of these terms and conditions.



### For our Full Terms & Conditions please refer to:

[http://www.rte.ie/mediasales/publishing/guide/pdfs/RTEGuide\\_Competition\\_Terms.pdf](https://www.rte.ie/mediasales/publishing/guide/pdfs/RTEGuide_Competition_Terms.pdf)

# Terms & Conditions

## RTÉ Media Sales | Print



### Order Bookings

- All order bookings must be confirmed in writing.
- No order booking or invoice will be processed unless a valid purchase order number is supplied at the time of booking.



### Cancellations

Notification of cancellations must be received in writing and will be subject to a penalty charge of 50% of the amount due if they are made after the booking deadline.



### Technical Requirements & Deadlines

The advertiser accepts and agrees to comply with the technical requirements and deadlines as set out in the current advertising ratecard and at [http://www.rte.ie/mediasales/publishing/guide/pdfs/RTEGuide\\_AdvertSpec.pdf](http://www.rte.ie/mediasales/publishing/guide/pdfs/RTEGuide_AdvertSpec.pdf)



### Payment Terms

- Accounts payable, by an Agency which is recognised by the RTÉ Guide and which is granted a credit listing, shall be paid to the RTÉ Guide not later than the last Working Day of the month following the month during which publication of the advertisement occurs.
- All invoicing shall be issued on the last working day of the month in which the advertisement is published.

