

RTÉ Media Sales

# RATE CARD

—  
2021



## Rates 2021 TV Fixed Prices January – December RTÉ Media Sales

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Sept Cable, Satellite & Telcos Price	Oct	Oct Cable, Satellite & Telcos Price	Nov	Nov Supermarket Cable, Satellite & Telcos Price	Dec	Dec Supermarket Cable, Satellite & Telcos Price
Adults 15+	€7.51	€8.03	€8.56	€9.97	€11.84	€11.44	€7.45	€7.15	€12.93	€14.87	€13.31	€15.30	€14.17	€16.30	€10.54	€12.12
Adults 15- 24	€130.71	€142.96	€170.93	€180.54	€207.99	€190.03	€123.81	€134.20	€236.70	€272.20	€240.80	€276.92	€259.44	€298.36	€177.49	€204.11
Adults 15- 34	€58.04	€59.52	€67.72	€80.52	€89.69	€81.80	€53.64	€59.06	€111.75	€128.52	€107.67	€123.82	€117.94	€135.63	€91.47	€105.19
Adults 25 - 44	€39.57	€41.27	€44.21	€52.55	€60.03	€55.10	€40.18	€41.36	€69.41	€79.82	€72.25	€83.09	€75.47	€86.79	€58.96	€67.80
Adults ABC1	€23.49	€24.92	€29.87	€34.86	€37.14	€40.24	€23.46	€23.20	€42.39	€48.75	€42.95	€49.40	€44.26	€50.90	€34.95	€40.20
Men 15+	€18.31	€19.01	€19.55	€22.80	€27.80	€23.07	€16.67	€15.71	€30.51	€35.08	€29.61	€34.05	€32.47	€37.34	€24.70	€28.41
Men 15- 34	€112.79	€120.13	€151.92	€208.48	€199.22	€153.80	€107.43	€130.23	€269.84	€310.32	€241.97	€278.27	€283.15	€325.62	€207.00	€238.05
Men ABC1	€54.86	€58.88	€72.12	€81.21	€87.11	€93.53	€47.20	€53.49	€101.41	€116.62	€101.20	€116.38	€111.76	€128.52	€92.62	€106.51
Women 15+	€12.73	€13.92	€15.24	€17.72	€20.65	€22.70	€13.48	€13.12	€22.44	€25.81	€24.18	€27.81	€25.15	€28.93	€18.38	€21.14
Women 25 - 44	€78.69	€76.06	€77.46	€92.82	€109.29	€119.74	€77.10	€67.95	€124.52	€143.20	€126.90	€145.93	€138.67	€159.47	€116.64	€134.13
Women ABC1	€41.14	€43.28	€51.07	€61.16	€64.85	€70.71	€46.65	€41.01	€72.97	€83.92	€74.74	€85.95	€73.45	€84.46	€56.28	€64.72
Housekeepers	€12.11	€12.73	€13.32	€16.14	€18.39	€18.76	€11.93	€11.77	€21.39	€24.60	€21.80	€25.07	€23.77	€27.33	€16.97	€19.51
HK with Kids	€64.17	€72.51	€80.40	€94.40	€108.77	€112.72	€72.18	€72.31	€123.57	€142.10	€120.46	€138.53	€136.54	€157.03	€96.78	€111.30
Children 4 - 14	€16.54	€19.88	€22.30	€27.78	€29.04	€31.31	€19.40	€19.39	€36.78	€0.00	€41.83	€0.00	€42.11	€0.00	€23.43	€0.00
Toys & Games									€40.00		€62.00		€62.00		€40.00	
Adults 18-34	€70.62	€75.75	€79.45	€90.02	€102.92	€96.27	€64.84	€70.22	€134.28	€154.42	€128.87	€148.20	€149.73	€172.19	€112.02	€128.83
Men 18- 34	€139.81	€152.16	€176.84	€192.69	€236.61	€197.86	€122.55	€152.91	€310.90	€357.54	€331.60	€381.34	€412.58	€474.47	€262.97	€302.42

1. Kids / Toys & Games prices are for airtime bought in children's programming.
2. The 18-34 Audiences listed in the table are available for trading for alcohol brands only. The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
3. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec and will not apply where category pricing is in place. CPT's for December split pricing will be published in advance of AB Deadlines.
4. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.
5. Limited availability for Women 25-44.
6. Published prices will be subject to quarterly review and republished if necessary.

# 2021

## Rates 2021 TV Daytime Fixed AB Prices RTÉ Media Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ads	€3.65	€3.95	€3.95	€5.25	€6.30	€6.35	€4.10	€4.00	€7.50	€7.70	€8.25	€5.90
HKWC	€27.00	€31.00	€34.00	€40.00	€45.50	€51.00	€31.50	€31.50	€56.00	€56.50	€62.50	€44.00

- Airtime will be slotted between 06:00 -17.59 across RTÉ One & RTÉ2 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
- Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec.  
CPT's for December split pricing will be published in advance of AB Deadlines.

Rates 2021  
**Digital AV Pricing**  
RTÉ Media Sales

2021

VOD 30sec	January - February	March - June	July - August	September - December
ROS RTÉ Player	€73	€92	€73	€112
Time of Day Targeting	10%			
First In Break	25%			
Location Targeting	25%			
Single Platform Targeting	15%			
Large Screen Targeting	25%			
Genre Targeting	POA			
Programme Targeting	POA			

2021

Rates 2021  
**Digital Display Rates - RTÉ.ie and RTÉ News App**  
 RTÉ Media Sales

Content Section	Display rate CPM MPU / Leaderboard	Display Rate CPM Billboards / Half Page / Large Formats	HPTO per day	HPTO per week
Run of Site	€20	€40	-	-
Home	€20	€40	€12,500	-
News	€20	€40	€12,500	-
Sport	€30	€60	-	€12,500
Business	€30	€60	-	€10,000
Entertainment	€30	€60	-	€10,000
Lifestyle	€30	€60	-	€7,500
RTÉ Player	€40	-	-	-
Keyword/Topic	€40	€80	-	-

Special Formats including Responsive HPTOs, Overlays and Branded Content available - Price on enquiry

Rates 2021  
**Digital Audio Pricing**  
RTÉ Media Sales

2021

Audio pre roll 30sec	Jan-Dec
ROS Audio pre rolls	€25

Targeting:

+25%  
Geo Targeting

+10%  
Time Targeting

+15%  
Live and/or Catch streams

# 2021

## Rates 2021 Radio Spot Rates RTÉ Media Sales

Radio 1 RTÉ	Monday - Friday	January - June	July - August	September - December
	Pre 07.00	€118	€66	€130
	06.58 Break	€375	€208	€412
	07.00 - 09.00	€2,360	€1,310	€2,591
	09.00 - 12.00	€1,502	€834	€1,649
	12.00 - 12.55	€1,073	€595	€1,178
	12.55 - 13.45	€1,877	€1,042	€2,061
	13.45 - 15.00	€1,877	€1,042	€2,061
	15.00 - 16.30	€751	€417	€824
	16.30 - 19.00	€751	€417	€824
Post 19.00	€118	€66	€130	
Saturday - Sunday	January - June	July - August	September - December	
06.00 - 08.00	€150	€83	€165	
08.00 - 10.00	€1,073	€595	€1,178	
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	€118	€66	€130	

### January to June Prices apply

28/12/2020-27/06/2021

### July-August Prices apply

28/06/2021-29/08/2021

### September - December Prices apply

30/08/2021-26/12/2021

# 2021

## Rates 2021 Radio Spot Rates RTÉ Media Sales

RTÉ 2FM	Monday - Friday	January - June	July - August	September - December
	06.00 - 07.00	€118	€66	€130
	07.00 - 09.00	€509	€283	€559
	09.00 - 12.00	€531	€295	€583
	12.00 - 15.00	€424	€235	€465
	15.00 - 18.00	€391	€217	€430
	18.00 - 19.00	€236	€131	€259
	19.00 - 24.00	€118	€66	€130
	Saturday - Sunday	January - June	July - August	September - December
	07.00 - 09.00	€118	€66	€130
09.00 - 11.00	€391	€217	€430	
11.00 - 13.00	€424	€235	€465	
13.00 - 15.00	€391	€217	€430	
15.00 - 17.00	€236	€131	€259	
17.00 - 19.00	€118	€66	€130	
19.00 - 24.00	€118	€66	€130	
fm RTÉ lyc	Monday - Friday	January - June	July - August	September - December
	07.00 - 19.00	€161	€89	€177

### January to June

#### Prices apply

28/12/2021-27/06/2021

### July-August

#### Prices apply

28/06/2021-29/08/2021

### September - December

#### Prices apply

30/08/2021-26/12/2021



# Rates 2021

## Radio CPT Rates

### RTÉ Media Sales

# 2021

CPT Rates	January - June	July - August	September - December
Adults	€3.80	€2.10	€4.16
A1534	€28.98	€16.08	€31.81
AD2544	€16.06	€8.91	€17.63
HWCH	€15.70	€8.72	€17.23
AABC1	€7.41	€4.11	€8.13
	<b>January - June pricing applies</b> 01/01/2021 - 30/06/2021	<b>July - August pricing applies</b> 01/07/2021 - 31/08/2021	<b>September - December pricing applies</b> 01/09/2021 - 31/12/2021

- OPT Campaigns must run for a minimum of three days
- OPT pricing is based on JNLR Universe October 2019 – September 2020
- CPT Prices for radio will be not be amended in 2021 to reflect new universes
- AQH will be updated with JNLR releases

Rates 2021  
**Radio Charity Rates**  
 RTÉ Media Sales

Charity Rate 20"	January - June	July - August	September - December
RTÉ Radio 1	€161	€90	€176
RTÉ 2FM	€129	€72	€141
RTÉ lyric fm	€70	€39	€76
	<b>January - June            pricing applies</b> 28/12/2020 - 27/06/2021	<b>July - August            pricing applies</b> 28/06/2021 - 29/08/2021	<b>September - December            pricing applies</b> 30/08/2021 - 26/12/2021

- Maximum length ad is 20".
- Charity rate will apply on all ad lengths from 5"-20".
- Maximum of 6 spots per channel per week can be purchased.
- This rate is only available to registered charities.

Rates 2021  
**Radio Promotions**  
 RTÉ Media Sales

2021

**RTÉ 2FM Promotions**

Show	Timing	Mentions	Pre-Recorded Promos	Prize Value Required	Media Fee
2FM Breakfast with Doireann and Eoghan	Mon-Fri 06.00-09.00	3 per show	12 x 30"	€5,000	€7,000
Jennifer Zamparelli on 2FM	Mon-Fri 09.00-12.00	3 per show	12 x 30"	€5,000	€6,000
Tracy Clifford	Mon-Fri 12.00-15.00	3 per show	12 x 30"	€5,000	€5,000
Jenny Greene on 2FM	Mon-Fri 15.00-18.00	3 per show	12 x 30"	€5,000	€5,000
Game On	Mon-Fri 18.00-20.00*	2 per show	12 x 30"	€3,000	€3,000
Cross Station Promotion	Mon-Fri 06.00-22.00	5 per day	30 x 30"	€10,000	€10,000
Weekend Takeover	Sat-Sun 07.00 - 18.00	5 per day	10 x 30"	€3,000	€3,000
Social Media Add-On		4 posts per week	N/A	€1,000	€2,000

**Additional Opportunities - Sampling, Video, Event Activation, Social Media**

Rates 2021  
**Radio Promotions**  
 RTÉ Media Sales

2021

**RTÉ Radio 1 Promotions**

Show	Timing	Mentions	Prize Value Required	Media Fee
Risin' Time	05.30-07.00	3 per show	€1,500	€1,500
The Ryan Tubridy Show	09.00-10.00	3 per show	€7,000	€6,000
The Ronan Collins Show	12.00-13.00	3 per show	€4,000	€3,000
The Ray D'Arcy Show	15.00-16.30	3 per show	€7,000	€5,000
The Business	10.00-11.00	2 per show	€1,000	€1,000

**RTÉ lyric fm Promotions**

Show	Timing	Mentions	Prize Value Required	Media Fee
Marty in The Morning	07.00-10.00	3 per show	€1,100	€1,500
Niall Carrol's Classical Daytime	10.00-13.00	3 per show	€750	€750
The Full Score with Liz Nolan	13.00-16.00	3 per show	€750	€750
Lorcan Murray's Classic Drive	16.00-19.00	3 per show	€1,000	€1,200

# 2021

## Rates 2021 RTÉ 2FM Outside Broadcasts RTÉ Media Sales

Show	Time	Live Mentions	Pre-Recorded Promos	Media Fee
2FM Breakfast with Doireann and Eoghan	Mon-Fri 06.00-09.00	4 per hour during the live show	18 X 30"	€6,000
Jennifer Zamparelli on 2FM	Mon-Fri 09.00-12.00	4 per hour during the live show	18 X 30"	€7,000
Tracy Clifford	Mon-Fri 12.00-15.00	4 per hour during the live show	18 X 30"	€6,000
Jenny Greene on 2FM	Mon-Fri 15.00-18.00	4 per hour during the live show	18 X 30"	€6,000
Chris & Ciara	Sat-Sun 11.00-13.00	4 per hour during the live show	18 X 30"	€6,000
Stephen Byrne	Sat-Sun 15.00-17.00	4 per hour during the live show	18 X 30"	€6,000
2FM Weekend	Sat-Sun 17.00-19.00	4 per hour during the live show	18 X 30"	€6,000

## Rates 2021 RTÉ Guide Rates RTÉ Media Sales

Show	Media Fee
Full Page Colour	*€7,450
Half Page Colour	€4,150
Third Page Colour	€3,400
Quarter Page Colour	€2,500
Outside Back Cover	€9,400
Inside Front Cover	€8,100
Inside Back Cover	€4,800
Double Page Spread	€14,600
1st Double Page Spread (pages 2/3)	€16,300
Stitched-in Inserts	€68 (per 1000)
Loose Inserts	€58 (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

- **Optional Upgrade Offer available for Full Page Colour Adverts only as follows:**
- Bundle consisting of FPC in the Guide and 250,000 Page Impressions (MPU & Billboard) delivered across RTÉ.ie
- Cost is €700 add on to FPC pricing



## Rates 2021 Taste Ireland RTÉ Media Sales



### Advertisement Rates

Effective for 2021

Pages	Media Fee
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 gloss perfect bound food annual published in November. The magazine celebrates the festive season with recipes from both Irish and international chefs, as well as food news, interviews with leading industry experts and the perfect foodie gift guide.

**Advertising manager:** Karen Foster | 087 9290922 | karen.foster@rte.ie

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

Rates 2021  
**Today Show, RTÉ One**  
RTÉ Media Sales

2021

Content Category	Media Fee	Segment Length
Beauty	€2,000-€3,000	7/8 mins
Beauty (per product)	€700-€900	7/8 mins
Medical	€3,000-€5,000	7/8 mins
Fashion	€2,000-€3,000	7/8 mins
Travel (studio)	€3,000-€5,000	7/8 mins
Giftng	€3,000-€5,000	7/8 mins
Cookery	€3,000-€4,000	7/8 mins
Social Media Competition	€500-€1,000	1 week
Outdoor Broadcast	€5,000-€7,000	Per hit

**Rates on application:**

Kitchen Sponsorship  
Friday Make-over  
Travel Trip  
Bespoke Creative

**Contact:**

Rachael Kellegher : PPS Executive | [rachael.kellegher@rte.ie](mailto:rachael.kellegher@rte.ie)  
087 747 3955

**\*RTÉ Commercial T&C's apply**



## Rates 2021 Advance Booking Deadlines TV & Digital RTÉ Media Sales

Month	AV		Radio
	8 Week Early AB	6 Week Early AB	4 Week Early AB
January	-	27th Nov	-
February	-	5th Jan	-
March	-	18th Jan	-
April	-	18th Feb	-
May	-	19th Mar	-
June	-	20th Apr	-
July	-	20th May	3rd June
August	-	18th June	2nd July
September	-	21st July	4th Aug
October	6th Aug	20th Aug	3rd Sept
November	6th Sept	20th Sept	4th Oct
December	6th Oct	20th Oct	3rd Nov

- 5% discount will apply at 8 week AB dates for the following Categories: Oct-Dec: Supermarkets, Cars, Cable, Satellite & Telecommunications
- 6 week AB's will not be available for Supermarkets, Cars, Cable, Satellite & Telecommunications Oct to 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

## Terms & Conditions

### RTÉ Media Sales

## 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 Media Sales prior to movement. If a deferment is deemed a cancellation, the below policy will apply.

### Cancellation Charges

AV 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%

### Cancellations Charges Spot Buys/Specials

- Cancellations of Individual spot buys 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

See further Terms & Conditions at: <https://mediasales.rte.ie/planning/tcs-policies/>

## Terms & Conditions

### RTÉ Media Sales

## Radio Cancellation, Deferment & Amendment Policy

### Radio Policy January – June 2021

Timing	Cancellation Charge
1 week or less to transmission	100%
Up to 1 week from transmission	50%
1-2 weeks from transmission	40%
2-3 weeks from transmission	20%
3-4 weeks from transmission	10%

### Radio Policy July – December 2021

Timing	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%
In the month of transmission	100%

## Terms & Conditions RTÉ Media Sales

### Cancellation, Deferment & Amendment Policy

#### 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

**Price Conversion from 30" Rates for all media**

Seconds	5	10	15	20	25	30	35	40	50	60
Factor	50%	50%	70%	80%	100%	100%	133%	133%	167%	200%

## Terms & Conditions

### RTÉ Media Sales

## Copy Clearance, Copy Instructions and Copy Delivery

### Copy Clearance

- All copy must be submitted and cleared by Ad Clearance PRIOR to transmission
- The Copy Clearance Committee meet to review Clearance submissions each Tuesday and Thursday morning at 9am.
- Please note, failure to meet with our Clearance meeting deadlines may result in airtime being pushed back and any lost airtime fully charged.
- Copy/scripts should be sent to [adclearance@rte.ie](mailto:adclearance@rte.ie)
- The Ad Clearance form can be downloaded at <https://mediasales.rte.ie/planning/av/television/copy-clearance/>  
<https://mediasales.rte.ie/planning/audio/radio/radio-copy-clearance/>
- Digital only copy needs to be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie) for approval

## Terms & Conditions

RTÉ Media Sales

### Copy Clearance, Copy Instructions and Copy Delivery

#### Copy Instructions

- All TV & Radio copy instructions/music details must be emailed on the RTÉ rotation form (Radio) or through Caria (TV) by 12 midday as per our closedowns, which can be found here: <https://mediasales.rte.ie/planning/av/television/traffic-television/tv-copy-instruction-form/>  
<https://mediasales.rte.ie/planning/audio/radio/traffic-radio/copy-instructions-form/>
- TV copy instructions should be sent to [tvtraffic@rte.ie](mailto:tvtraffic@rte.ie)
- Radio copy instructions should be sent to [radiotraffic@rte.ie](mailto:radiotraffic@rte.ie)
- Digital copy instructions should be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie)
- Digital creative notes can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative/>

## Terms & Conditions

### RTÉ Media Sales

## Copy Clearance, Copy Instructions and Copy Delivery

### Copy Delivery

- All TV and Radio Copy must be received by 12 midday as per our closedowns, which can be found here <https://mediasales.rte.ie/planning/av/television/traffic-television/> <https://mediasales.rte.ie/planning/audio/radio/traffic-radio/>
- TV copy must be sent to our commercial library through one of the following distributors - Adstream/IMD (Peach) or Honeycomb.
- Radio copy can be sent to [radio.commercial@rte.ie](mailto:radio.commercial@rte.ie)
- Radio copy should be sent in WAV or MP3 format
- All direct digital copy/tags must be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie) and must include their IO number in the email
- Digital copy deadline info can be found here: <https://mediasales.rte.ie/planning/digital/deadlines-creative-notes/>
- Digital copy specs can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative/> <https://mediasales.rte.ie/planning/audio/audio-specs-radio-player/>

## Terms & Conditions

### RTÉ Media Sales

#### Acceptance of Advertising RTÉ

- All advertisements shall be subject to the approval by RTÉ 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 (ASAI).
- 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 RTÉ so declines to publish.

#### Acceptance of RTÉ Terms & Conditions

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



# RATE CARD 2021



RTÉ Media Sales