

RTÉ

# RATE CARD

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# Rates 2022

## TV Fixed Prices January – December

### RTÉ Media Sales

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2022

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+	€8.03	€8.73	€9.22	€10.42	€12.77	€12.11	€8.19	€8.36	€14.34	€16.50	€14.87	€17.11	€15.43	€17.75	€11.34	€13.05
Adults 15 - 34	€65.41	€75.45	€77.60	€90.37	€110.58	€98.28	€73.42	€79.79	€147.54	€169.67	€143.05	€164.51	€144.93	€166.67	€111.63	€128.37
Adults 25 - 44	€44.56	€48.67	€52.27	€63.81	€75.64	€68.73	€48.62	€52.77	€87.68	€100.83	€93.19	€107.17	€90.64	€104.23	€68.78	€79.10
Adults ABC1	€25.14	€27.35	€29.47	€33.62	€40.39	€40.27	€27.69	€28.64	€46.08	€52.99	€50.34	€57.89	€51.54	€59.28	€35.20	€40.48
Men 15+	€19.66	€20.74	€20.88	€24.21	€30.87	€25.53	€18.84	€19.04	€34.21	€39.34	€34.61	€39.80	€35.06	€40.32	€26.34	€30.29
Men 15 - 34	€126.83	€159.15	€175.26	€236.91	€243.56	€187.42	€152.66	€176.81	€353.28	€406.27	€316.09	€363.50	€328.91	€378.24	€244.18	€280.81
Men ABC1	€59.80	€63.76	€70.50	€78.39	€95.91	€99.46	€63.87	€65.61	€113.42	€130.43	€125.49	€144.31	€124.12	€142.74	€86.30	€99.24
Women 15+	€13.55	€15.07	€16.50	€18.28	€21.77	€23.02	€14.49	€14.90	€24.68	€28.38	€26.07	€29.98	€27.55	€31.68	€19.91	€22.90
Women 25 - 44	€85.31	€90.83	€97.86	€125.46	€145.63	€130.36	€91.52	€91.77	€154.50	€177.68	€159.84	€183.82	€166.90	€191.93	€139.23	€160.11
Women ABC1	€43.31	€47.82	€50.56	€58.79	€69.66	€67.53	€48.83	€50.75	€77.47	€89.09	€83.89	€96.47	€88.01	€101.21	€59.34	€68.24
Housekeepers	€12.77	€13.69	€14.44	€17.17	€19.80	€20.00	€13.33	€13.96	€22.75	€26.17	€23.27	€26.76	€25.65	€29.50	€18.59	€21.38
HK with Kids	€83.10	€89.88	€93.02	€118.65	€138.86	€132.85	€84.31	€86.36	€142.97	€164.42	€140.66	€161.76	€157.99	€181.68	€113.14	€130.11
Children 4 - 14	€21.62	€25.99	€29.16	€36.31	€37.95	€40.94	€25.37	€25.34	€51.17	€0.00	€58.18	€0.00	€58.62	€0.00	€32.60	€0.00
Toys & Games									€52.00		€81.00		€81.00		€52.00	
Adults 18-34	€79.14	€94.35	€92.36	€105.89	€132.44	€117.62	€88.13	€91.77	€176.04	€202.45	€167.59	€192.72	€182.49	€209.86	€135.68	€156.03
Men 18 - 34	€158.19	€206.02	€200.48	€220.65	€299.47	€243.14	€178.31	€196.71	€443.66	€510.21	€438.63	€504.43	€576.76	€663.27	€305.23	€351.02

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 and bookmakers from March 1st 2022.
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.

Rates 2022

## TV Daytime Fixed AB Prices

RTÉ Media Sales



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ads	€4.20	€4.45	€4.60	€5.80	€6.95	€6.80	€4.50	€4.50	€8.30	€8.50	€9.00	€6.50
HKWC	€32.00	€36.00	€39.00	€50.00	€57.00	€59.00	€37.00	€37.00	€62.00	€64.00	€73.00	€52.00

- 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 2022

## Digital AV Pricing

### RTÉ Media Sales



VOD 30sec	January - February	March – June	July - August	September - December
ROS RTÉ Player	€80	€100	€80	€122
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			



## Rates 2022

### Digital Display Rates - RTÉ.ie and RTÉ News App

#### RTÉ Media Sales

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Content Section	Display rate CPM MPU / Leaderboard	Display Rate CPM Billboards / Half Page / Large Formats	Takeover / HPTO per day	TO per week	Native
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	-	-	
Native Articles					€4,000
Native Articles with Video					€5,000

Special Formats including Skins, Native Content, and Branded Content Available. Price on Enquiry.

Rates 2022

## Digital Audio Pricing

RTÉ Media Sales



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

## Targeting:

**+25%**

Geo Targeting

**+10%**

Time Targeting

**+15%**

Live and/or Catch streams

# Rates 2022

## Radio Spot Rates

### RTÉ Media Sales

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RTÉ Radio 1	Monday - Friday	January - June	July - August	September - December
	Pre 07.00	€150	€91	€165
	06.58 Break	€450	€273	€495
	07.00 - 09.00	€2,360	€1,430	€2,591
	09.00 - 12.00	€1,502	€910	€1,649
	12.00 - 12.55	€1,073	€650	€1,178
	12.55 - 13.45	€1,877	€1,138	€2,061
	13.45 - 15.00	€1,877	€1,138	€2,061
	15.00 - 16.30	€751	€455	€824
	16.30 - 19.00	€751	€455	€824
	Post 19.00	€118	€72	€130
	Saturday - Sunday	January - June	July - August	September - December
	06.00 - 08.00	€150	€91	€165
	08.00 - 10.00	€1,073	€650	€1,178
	10.00 - 11.00	€1,823	€1,105	€2,002
	11.00 - 13.00	€1,823	€1,105	€2,002
	13.00 - 14.00	€1,073	€650	€1,178
	14.00 - 19.00	€375	€228	€412
	Post 19.00	€118	€72	€130

January to June

Prices apply

27/12/2021- 26/06/2022

July-August

Prices apply

27/06/2022- 28/08/2022

September - December Prices

apply

29/08/2022- 01/01/2023

# Rates 2021

## Radio Spot Rates

### RTÉ Media Sales

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RTÉ 2FM	Monday - Friday	January - June	July - August	September - December
	06.00 – 07.00	€129	€78	€141
	07.00 - 09.00	€563	€341	€618
	09.00 - 12.00	€584	€354	€641
	12.00 – 15.00	€466	€282	€512
	15.00 – 18.00	€429	€260	€471
	18.00 – 19.00	€263	€159	€289
	19.00 – 24.00	€129	€78	€141
	Saturday - Sunday	January - June	July - August	September - December
	07.00 – 09.00	€129	€78	€141
	09.00 – 11.00	€429	€260	€471
	11.00 – 13.00	€466	€282	€512
	13.00 – 15.00	€429	€260	€471
	15.00 – 17.00	€263	€159	€289
	17.00 – 19.00	€177	€107	€194
	19.00 – 24.00	€129	€78	€141
RTÉ lyric fm	Monday - Friday	January - June	July - August	September - December
	07.00 – 19.00	€161	€98	€177

January to June  
Prices apply  
27/12/2021- 26/06/2022

July-August  
Prices apply  
27/06/2022- 28/08/2022

September - December Prices  
apply  
29/08/2022- 01/01/2023



## Rates 2022

### Radio CPT Rates

### RTÉ Media Sales

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CPT Rates	January - June	July – August	September - December
Adults	€3.81	€2.31	€4.18
A1534	€31.87	€19.31	€35.00
AD2544	€16.91	€10.25	€18.57
HWCH	€16.45	€9.97	€18.06
AABC1	€7.41	€4.49	€8.13
	<b>January - June pricing applies</b> 01/01/2022 - 30/06/2022	<b>July - August pricing applies</b> 01/07/2022 - 31/08/2022	<b>September - December pricing applies</b> 01/09/2022 - 31/12/2022

- CPT Campaigns must run for a minimum of three days
- CPT pricing is based on JNLR Universe October 2019 – September 2020 (released November 2020)
- CPT Prices for radio are not generally amended to reflect new universes
- RTÉ will, however, review first universe release in Dec in advance of 2022 Trading and may adjust if there are significant changes in either direction.
- AQH will be updated with JNLR releases

Rates 2022

## Radio Charity Rates

RTÉ Media Sales

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Charity Rate 20"	January - June	July - August	September - December
RTÉ Radio 1	€177	€107	€194
RTÉ 2FM	€142	€86	€155
RTÉ lyric fm	€70	€43	€76
	<b>January - June pricing applies 27/12/2021 - 26/06/2022</b>	<b>July - August pricing applies 27/06/2022 - 28/08/2022</b>	<b>September - December pricing applies 29/08/2022 - 01/01/2023</b>

- Maximum length ad is 20".
- Maximum of 6 spots per station per week can be purchased.
- This rate is only available to registered charities.

Rates 2022

Radio Promotions

RTÉ Media Sales

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## RTÉ 2FM Promotions

Show	Timing	Mentions	Pre-Recorded Promos	Prize Value Required	Media Fee
2FM Breakfast	Mon-Fri 06.00-09.00	3 per show	12 x 30"	€5,000	€7,000
Jennifer Zamparelli Show	Mon-Fri 09.00-12.00	3 per show	12 x 30"	€5,000	€6,500
Tracy Clifford	Mon-Fri 12.00-15.00	3 per show	12 x 30"	€5,000	€5,000
Jenny Greene Show	Mon-Fri 15.00-18.00	3 per show	12 x 30"	€5,000	€5,000
Game On	Mon-Fri 18.00-19.00	2 per show	12 x 30"	€2,000	€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 2022

## Radio Promotions

RTÉ Media Sales

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### 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

### 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 Carroll'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



Rates 2022

## RTÉ 2FM Outside Broadcasts

RTÉ Media Sales

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Show	Time	Live Mentions	Pre-Recorded Promos	Media Fee
2FM Breakfast	Mon-Fri 07.00-09.00	4 per hour during the liveshow	18 X 30"	€6,000
Jennifer Zamparelli Show	Mon-Fri 09.00-12.00	4 per hour during the liveshow	18 X 30"	€7,000
Tracy Clifford Show	Mon-Fri 12.00-15.00	4 per hour during the liveshow	18 X 30"	€6,000
Jenny Greene Show	Mon-Fri 15.00-18.00	4 per hour during the liveshow	18 X 30"	€6,000
Chris & Ciara	Sat-Sun 11.00-13.00	4 per hour during the liveshow	18 X 30"	€6,000
Stephen Byrne	Sat-Sun 15.00-17.00	4 per hour during the liveshow	18 X 30"	€6,000

## Rates 2022

### RTÉ Guide Rates

### RTÉ Media Sales

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Show	Media Fee
Full Page Colour	*€8,100
Half Page Colour	€4,500
Third Page Colour	€3,700
Quarter Page Colour	€2,700
Outside Back Cover	€10,300
Inside Front Cover	€8,900
Inside Back Cover	€5,200
Double Page Spread	€16,000
1st Double Page Spread (pages 2/3)	€17,900
Stitched-in Inserts	€75 (per 1000)
Loose Inserts	€65 (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 2022

## Taste Ireland

### RTÉ Media Sales

#### Advertisement Rates

Effective for 2022

Pages	Media Fee
Inside Front Cover	€1,785
Outside Back	€2,625
Full Page Colour	€1,575
Half Page Colour	€945
Double Page Spread	€3,045

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

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

The Taste Ireland deluxe winter annual is the go-to 100-page food bible for those looking for inspiration for their winter and Christmas cooking and baking.

With a mix of Irish and international chef recipes, food news, travel pieces and foodie gift guide, it's the best seasonal food magazine out there! This beautifully-produced glossy publication and keepsake has a loyal following and reaches 20,000 readers!

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Rates 2022

Today Show, RTÉ One

RTÉ Media Sales

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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
Gifting	€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:**

Barbara-Rose Sanwo : PPS Executive | [barbara.sanwo@rte.ie](mailto:barbara.sanwo@rte.ie)

- RTÉ Commercial T&C's apply.
- Please note these rates are valid up to April 2022 after which they may be subject to review.



## Rates 2022

### Advance Booking Deadlines TV, Digital & Radio

#### RTÉ Media Sales

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Month	TV & Digital		Radio
	8 Weeks AB	6 Weeks AB	4 Weeks AB
January	-	26th Nov	3rd Dec
February	-	4th Jan	5th Jan
March	-	18th Jan	31st Jan
April	-	18th Feb	4th Mar
May	-	22nd Mar	4th Apr
June	-	20th Apr	4th May
July	-	20th May	3rd June
August	-	20th June	4th July
September	-	21st July	4th Aug
October	5th Aug	19th Aug	2nd 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

## 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

### Radio Cancellation, Deferment & Amendment Policy

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%

- All radio cancellation charges will be calculated from the 4 week AB date for the purposes of fairness



## 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 [radiottraffic@rte.ie](mailto:radiottraffic@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 cleared 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 must 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 Guide

- All advertisements shall be subject to 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 (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 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.



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2022

