

RTÉ

RATE CARD

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Rates 2022

TV Fixed Prices January – December

RTÉ Media Sales

RTÉ

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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 | €8.16 | €8.33 | €14.29 | €16.43 | €14.82 | €17.04 | €15.37 | €17.68 | €11.30 | €13.00 |
| Adults 15 - 34 | €65.41 | €75.45 | €77.60 | €90.37 | €110.58 | €98.28 | €73.28 | €79.64 | €147.27 | €169.36 | €142.79 | €164.21 | €144.66 | €166.36 | €111.42 | €128.13 |
| Adults 25 - 44 | €44.56 | €48.67 | €52.27 | €63.81 | €75.64 | €68.73 | €49.27 | €53.49 | €88.86 | €102.19 | €94.45 | €108.62 | €91.86 | €105.64 | €69.71 | €80.17 |
| Adults ABC1 | €25.14 | €27.35 | €29.47 | €33.62 | €40.39 | €40.27 | €27.53 | €28.47 | €45.81 | €52.68 | €50.04 | €57.54 | €51.24 | €58.92 | €34.99 | €40.24 |
| Men 15+ | €19.66 | €20.74 | €20.88 | €24.21 | €30.87 | €25.53 | €18.74 | €18.93 | €34.02 | €39.13 | €34.42 | €39.58 | €34.87 | €40.10 | €26.20 | €30.12 |
| Men 15 - 34 | €126.83 | €159.15 | €175.26 | €236.91 | €243.56 | €187.42 | €151.82 | €175.83 | €351.32 | €404.01 | €314.34 | €361.49 | €327.08 | €376.15 | €242.83 | €279.25 |
| 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 | €14.46 | €14.87 | €24.63 | €28.32 | €26.01 | €29.91 | €27.49 | €31.62 | €19.87 | €22.85 |
| Women 25 - 44 | €85.31 | €90.83 | €97.86 | €125.46 | €145.63 | €130.36 | €92.86 | €93.12 | €156.77 | €180.28 | €162.18 | €186.51 | €169.34 | €194.74 | €141.27 | €162.46 |
| Women ABC1 | €43.31 | €47.82 | €50.56 | €58.79 | €69.66 | €67.53 | €48.27 | €50.16 | €76.58 | €88.06 | €82.92 | €95.35 | €86.99 | €100.04 | €58.65 | €67.45 |
| Housekeepers | €12.77 | €13.69 | €14.44 | €17.17 | €19.80 | €20.00 | €13.26 | €13.89 | €22.63 | €26.03 | €23.15 | €26.62 | €25.51 | €29.34 | €18.49 | €21.26 |
| HK with Kids | €83.10 | €89.88 | €93.02 | €118.65 | €138.86 | €132.85 | €85.13 | €87.21 | €144.37 | €166.02 | €142.04 | €163.34 | €159.53 | €183.45 | €114.24 | €131.38 |
| Children 4 - 14 | €21.62 | €25.99 | €29.16 | €36.31 | €37.95 | €40.94 | €25.68 | €25.65 | €51.79 | €0.00 | €58.89 | €0.00 | €59.33 | €0.00 | €32.99 | €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 | €88.23 | €91.88 | €176.24 | €202.68 | €167.78 | €192.94 | €182.69 | €210.10 | €135.83 | €156.21 |
| Men 18 - 34 | €158.19 | €206.02 | €200.48 | €220.65 | €299.47 | €243.14 | €177.10 | €195.37 | €440.65 | €506.75 | €438.66 | €501.00 | €572.85 | €658.77 | €303.16 | €348.64 |

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.
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. Revised cpt's for July-Dec 2022 based on the new universes effective from 1st July.

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 | | | |

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Digital Display Rates - RTÉ.ie and RTÉ News App

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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

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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 2022

Radio Spot Rates

RTÉ Media Sales



| 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

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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 |
| | January - June pricing applies 01/01/2022 - 30/06/2022 | July - August pricing applies 01/07/2022 - 31/08/2022 | September - December pricing applies 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 |
| | January - June pricing applies 27/12/2021 - 26/06/2022 | July - August pricing applies 27/06/2022 - 28/08/2022 | September - December pricing applies 29/08/2022 - 01/01/2023 |

- 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 |

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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

- 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
- 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 for approval

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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
- Radio Copy instructions should be sent to radiotraffic@rte.ie
- Digital Copy instructions should be sent to adsonline@rte.ie
- Digital Creative notes can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative/>

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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
- Radio copy should be sent in WAV or MP3 format
- All direct digital copy/tags must be sent to 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

