



2019 Rate Card

RTÉ Media Sales

Rates 2019

TV Fixed Prices January – December

2019

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Nov Supermarket Price	Dec	Dec Supermarket Price
Adults 15+	€7.20	€7.89	€8.80	€10.25	€11.42	€11.63	€7.49	€7.35	€12.91	€13.05	€13.88	€15.96	€10.13	€11.65
Adults 15 - 24	€117.94	€130.66	€154.34	€179.00	€204.00	€171.67	€124.50	€127.34	€218.60	€228.44	€253.17	€291.15	€156.62	€180.12
Adults 15 - 34	€52.03	€54.29	€61.76	€77.55	€85.00	€73.76	€51.30	€54.15	€102.49	€99.62	€112.11	€128.93	€82.40	€94.76
Adults 25 - 44	€35.25	€37.30	€40.66	€50.64	€55.20	€52.14	€39.17	€40.30	€65.13	€66.47	€71.34	€82.04	€55.03	€63.28
Adults ABC1	€24.03	€25.51	€30.56	€35.66	€37.96	€41.14	€25.38	€25.08	€45.84	€46.46	€47.81	€54.98	€37.81	€43.48
Men 15+	€18.16	€18.82	€21.30	€24.49	€26.42	€24.01	€16.84	€17.15	€32.17	€29.39	€31.83	€36.61	€24.34	€27.99
Men 15 - 34	€103.97	€120.20	€128.86	€173.32	€193.63	€160.36	€93.74	€106.70	€224.52	€238.74	€247.82	€284.99	€190.22	€218.75
Men ABC1	€60.78	€64.03	€76.76	€83.98	€94.26	€89.27	€52.93	€56.39	€106.87	€108.53	€120.44	€138.50	€100.02	€115.02
Women 15+	€11.94	€13.57	€14.99	€17.61	€20.11	€22.57	€13.49	€12.86	€21.55	€23.46	€24.60	€28.29	€17.33	€19.93
Women 25 - 44	€69.55	€69.94	€81.19	€98.34	€105.01	€91.52	€72.30	€70.97	€113.54	€126.52	€118.96	€136.81	€92.99	€106.94
Women ABC1	€39.62	€42.27	€50.64	€61.86	€63.37	€76.26	€48.75	€45.10	€80.11	€81.10	€79.06	€90.91	€60.58	€69.66
Housekeepers	€11.76	€13.22	€13.95	€17.28	€18.10	€19.40	€12.11	€12.04	€21.26	€22.65	€24.34	€27.99	€16.86	€19.39
HK with Kids	€57.96	€66.68	€74.01	€86.95	€97.87	€105.63	€74.24	€74.68	€119.09	€114.83	€131.38	€151.08	€89.60	€103.04
Children 4 - 14	€15.08	€18.12	€20.32	€25.32	€26.47	€28.54	€17.79	€17.77	€33.75	€38.35	€38.66		€21.49	
Toys & Games									€36.00	€56.00	€56.00		€36.00	
Adults 18-34	€60.80	€68.98	€73.45	€86.31	€97.85	€85.96	€59.82	€64.12	€121.97	€117.12	€140.82	€161.94	€96.80	€111.32
Men 18 - 34	€120.55	€132.44	€159.51	€181.85	€218.34	€196.77	€110.00	€130.18	€251.75	€283.06	€341.28	€392.47	€230.64	€265.24

1. Kids / Toys & Games prices are for airtime bought in TRTÉ time.
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.

Rates 2019

TV Daytime Fixed AB Prices Q1 & Q2

2019

	January	February	March	April	May	June
Ads	€3.45	€3.80	€4.00	€5.30	€5.95	€6.35
HKWC	€25.00	€29.00	€32.00	€38.00	€42.00	€49.00

- 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

Rates 2019

TV Daytime Fixed AB Prices Q3 & Q4

2019

	July	August	September	October	November	December
Ads	€4.00	€4.00	€7.30	€7.30	€7.85	€5.50
HKWC	€32.50	€32.50	€54.00	€54.00	€60.00	€41.00

- 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

Rates 2019

Online Video Pricing

2019

RTÉ Player VOD	January - February	March - June	July - August	September - December
ROS Long Form	€65	€80	€55	€100
ROS Short Form	€45	€55	€40	€70

RTÉ.ie Video	January - February	March - June	July - August	September - December
In Read Video	€55	€55	€55	€55

RTÉ Player VOD	Loading
Time of Day Targeting	+ 10%
First In Break	+ 25%
Location Targeting	+25%
Single Platform Targeting	+ 15%
Large Screen Targeting	+ 25%
Demographic Targeting	POA
Genre Targeting	POA
Programme Targeting	POA
Bespoke Targeting	POA

For further information please contact the RTÉ Trading Team

Rates 2019

RTÉ.ie and RTÉ News Now App

2019

Content Section	Display rate CPM MPU / Leaderboard	Display Rate CPM Billboards / Half Page Large Formats	HPTO per day (Weekday)	HPTO per day (Weekend)
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
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	-	-

Special Formats	Display rate CPM MPU / Leaderboard
Overlays	Price on enquiry
Responsive Design	Price on enquiry
Branded Content	Price on enquiry
Bespoke Targeting	Price on enquiry

For further information please contact the RTÉ Trading Team

Rates 2019

Radio Spot Rates

2019

RTÉ Radio 1	Monday - Friday	January - June	July - August	September - December
	Pre 07.00	€59	€33	€65
	06.58 Break	€241	€134	€265
	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	€751	€417	€824
	16.30 - 19.00	€751	€417	€824
	Post 19.00	€59	€33	€65
Saturday - Sunday	January - June	July - August	September - December	
06.00 - 08.00	€150	€83	€165	
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	€59	€33	€65	
lyric fm	Monday - Sunday	January - June	July - August	September - December
	07.00 - 19.00 Primetime	€161	€89	€177

January to June
Prices apply
 31/12/2018 - 30/06/2019

July-August
Prices apply
 01/07/2019 - 01/09/2019

September - December
Prices apply
 02/09/2019 - 29/12/2019

Rates 2019

Radio Spot Rates

2019

RTÉ 2FM

Monday - Friday	January - June	July - August	September - December
06.00 – 07.00	€59	€33	€65
07.00 – 10.00	€509	€283	€559
10.00 – 13.00	€531	€295	€583
13.00 – 16.00	€424	€235	€465
16.00 – 19.00	€391	€217	€430
19.00 – 20.00	€118	€66	€130
20.00 – 24.00	€59	€33	€65

Saturday - Sunday	January – June	July – August	September - December
07.00 – 09.00	€80	€45	€88
09.00 – 11.00	€391	€217	€430
11.00 – 13.00	€424	€235	€465
13.00 – 16.00	€391	€217	€430
16.00 – 18.00	€236	€131	€259
18.00 – 20.00	€118	€66	€130
20.00 – 24.00	€59	€33	€65

January to June

Prices apply

31/12/2018 - 30/06/2019

July-August

Prices apply

01/07/2019 - 01/09/2019

September - December

Prices apply

02/09/2019 - 29/12/2019

Rates 2019

Radio CPT Rates

2019

CPT Rates	January	February – April	May – June	July – August	September – December
Adults	€3.92	€3.89	€3.89	€2.16	€4.27
A1534	€29.29	€29.19	€29.19	€16.20	€32.05
AD2544	€16.04	€16.05	€16.05	€8.91	€17.62
HWCH	€16.41	€16.36	€16.20	€9.08	€17.95
AABC1	€7.98	€7.91	€7.91	€4.39	€8.69
	January - June pricing applies 01/01/2019 - 31/01/19	February - April pricing applies 01/02/2019 - 30/04/2019	May – June pricing applies 01/05/2019 - 30/06/2019	July - August pricing applies 01/07/2019 - 31/08/2019	September - December pricing applies 01/09/2019 - 31/12/2019

- CPT Campaigns must run for a minimum of three days
- CPT pricing is based on JNLR Universe October 2017 – September 2018
- CPT Prices will be amended to reflect new JNLR universes

Rates 2019

Radio Charity Rates

2019

Charity Rate 20"	Jan - Jun	Jul - Aug	Sep - Dec
RTÉ Radio 1	€161	€90	€176
RTÉ 2FM	€129	€72	€141
RTÉ Lyric FM	€70	€39	€76
	January - June pricing applies 31/12/2018 - 30/06/19	July - August pricing applies 01/07/2019 - 01/09/2019	September - December pricing applies 02/09/2019 - 31/12/2019

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

Rates 2019

RTÉ 2FM Weeklong Promotion Rates

2019

Show	Time	Mentions	Pre-Recorded Promos	Prize Value Required	Media Fee
Breakfast Republic	Mon-Fri 06.00-10.00	3 per show	12 X 30"	€5,000	€6,500
The Nicky Byrne Show	Mon-Fri 10.00-13.00	3 per show	12 X 30"	€5,000	€6,500
Tracy Clifford	Mon-Fri 13.00-16.00	3 per show	Not Included	€4,000	€5,000
The Eoghan McDermott Show	Mon-Fri 16.00-19.00	3 per show	Not Included	€4,000	€5,000
Game On	Mon-Fri 19.00-20.00	2 per show	12 x 30"	€2,000	€2,000
2FM Weekend Shows	Sat-Sun 07.00-17.00	5 per day	10 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
Social Media Add-On		4 posts per week		€1,000	€2,000

- Additional Opportunities available on request – Sampling video, Event Activation, Social Media

Rates 2019

RTÉ Radio 1 Weeklong Promotion Rates

2019

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

RTÉ lyric fm Weeklong Promotion Rates

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

Rates 2019

RTÉ 2FM Outside Broadcasts

2019

Show	Timing	Media Fee
Breakfast Republic	Mon-Fri 06.00-10.00	€6,000
The Nicky Byrne Show	Mon-Fri 10.00-13.00	€7,000
Tracy Clifford	Mon-Fri 13.00-16.00	€6,000
The Eoghan McDermott Show	Mon-Fri 16.00-19.00	€6,000
Chris & Ciara	Sat-Sun 11.00-13.00	€6,000
Stephen Byrne	Sat-Sun 13.00-16.00	€6,000

Outside Broadcasts Include:

4 live mentions per hour of live show
18 x 30" pre-recorded promos

Rates 2019

RTÉ Guide Rates

2019

Pages	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
- Supplements



Rates 2019

Taste Ireland Magazine

2019



Advertisement Rates

Effective for 2019

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 glossy perfect bound celebrity chef food magazine. Now in its fifth year it has really made a mark for itself in Irish Publishing with four issues per annum. This publication enjoys an average sales figure of just under 6,000 copies and a reach of 24,000 readers.

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

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

Rates 2019

Advance Booking Deadlines

2019

Month	AV		Radio
	8 Week Early AB	6 Week Early AB	4 Week Early AB
January	12th Nov 2018	26th Nov 2018	4th Dec 2018
February	7th Dec 2018	3rd Jan	4th Jan
March	-	18th Jan	1st Feb
April	-	18th Feb	4th March
May	-	20th Mar	3rd April
June	-	18th Apr	3rd May
July	-	20th May	31st May
August	-	20th June	4th July
September	-	22nd July	2nd Aug
October	7th Aug	20th Aug	3rd Sept
November	6th Sept	20th Sept	4th Oct
December	4th Oct	21st Oct	1st Nov

- 5% discount will apply at 8 week AB dates for the following categories: Jan & Feb: Cars and Oct-Dec: Supermarkets, Cars, Cable, Satellite & Telecommunications
- 6 week ABs will not be available for Cars in Jan & Feb and 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 and the withdrawal of radio packages within month of transmission

Terms & Conditions

2019

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.

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

Cancellation Charges

AV Time Frame	Radio Time Frame	Cancellation Charges
Up to 1 week after AB Discount Deadline	Up to 1 week after AB Discount Deadline	10%
Up to 2 weeks after AB Discount Deadline	Up to 2 weeks after AB Discount Deadline	20%
Up to 3 weeks after AB Discount Deadline	Up to 3 weeks after AB Discount Deadline	40%
Up to 4 weeks after AB Discount Deadline	Up to 4 weeks after AB Discount Deadline	50%
4 weeks+ after AB Discount Deadline	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

2019

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

2019

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 comply 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/>
- Digital only copy needs to be sent to adsonline@rte.ie for approval.

Copy Instructions

- All TV and Radio copy instructions/music details must be emailed on the RTÉ rotation form (Radio) or through Caria (TV) by 12 midday as per our deadlines which can be found in the planning section of our website: <https://mediasales.rte.ie/planning/>
- 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 and must include their IO number in the email
- Copy instructions/rotation form can be downloaded at <https://mediasales.rte.ie/planning/>
- Digital creative notes can be found here: <https://sites.google.com/a/rte.ie/digitaladspecs/welcome/deadlines>

Terms & Conditions

2019

Copy Clearance, Copy Instructions and Copy Delivery

Copy Delivery

- All TV and Radio copy must be received by 12 noon as per our deadlines which can be found here <https://mediasales.rte.ie/planning/>
- TV copy must be sent to our commercial library through one of the following distributors- Adstream/IMD 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://sites.google.com/a/rte.ie/digitaladspecs/welcome/deadlines>
- Digital copy specs can be found here: <https://mediasales.rte.ie/specs/>

Terms & Conditions

2019

RTÉ Guide Policy

Acceptance of Advertising in RTÉ Guide

- 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 (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 RTÉ Guide 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.

Terms & Conditions

2019

RTÉ Guide Policy

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

https://mediasales.rte.ie/wp-content/uploads/rteguide_advertspec_apr2013-2.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.



2019 Rate Card

RTÉ Media Sales