

Rate Card 2023

AV

DIGITAL

RADIO

PRINT

RTE



Our Platforms

AV

DIGITAL

RADIO

PRINT



AV

RTÉ One
RTÉ2
RTÉ Player



DIGITAL

RTÉ.ie
RTÉ News Now App
RTÉ Radio Player App



RADIO

RTÉ Radio 1
RTÉ 2FM
RTÉ lyric fm
Radió na Gaeltachta



PRINT

RTÉ Guide
Taste Magazine

Key Figures

9/10

Adults reached
per week
across any RTÉ
platform*

Adults 25 – 44
reached by RTÉ TV
on a weekly basis

691,000

33.3%

Average daily share of
viewing at Peak (A15+) for
RTÉ TV

RTÉ TV reaches 67%
of Adults 15+ weekly



Weekly+ usage
of RTÉ.ie and / or
RTÉ News App
by Adults 18+

27%

Weekly readers of the
RTÉ Guide, Ireland's top-
selling magazine

279,000



28.7% weekday
national share
for RTÉ Radio



17% weekly+
usage of RTÉ
Player by Adults
18+

28%

Weekly usage of any RTÉ
digital audio for Adults 18+

RTÉ Radio reaches
48% of Adults 15+
on a weekly basis



Sources

RTÉ TV: TAM Ireland / Nielsen. Consolidated figures based on Jan - Oct 2022. RTÉ TV = RTÉ One, RTÉ2 & +1s.

RTÉ Radio: JNLR / Ipsos MRBI 2022-3 (Oct 21 - Sept 22). RTÉ Radio = all RTÉ Radio Stations.

RTÉ Digital: B&A Research 2021. RTÉ Digital = digital audio through RTÉ Apps / smart speakers / other online

RTÉ Guide: TGI 2022r1

*Red C Research 2021

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TV Fixed Prices

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Sep Cable, Satellite & Telcos Price	Oct	Oct Cable, Satellite & Telcos Price	Nov	Nov Supermarkets, Cable, Satellite & Telcos Price	Dec	Dec Supermarkets, Cable, Satellite & Telcos Price
Adults 15+	€8.31	€9.03	€9.17	€10.88	€12.96	€12.41	€8.52	€8.86	€14.21	€16.34	€14.74	€16.95	€15.59	€17.93	€11.46	€13.18
Adults 15-34	€80.92	€87.53	€86.96	€107.89	€113.98	€108.13	€78.47	€93.94	€147.33	€169.43	€139.92	€160.91	€146.20	€168.13	€113.64	€130.69
Adults 25-44	€50.17	€52.84	€55.19	€69.26	€79.84	€72.53	€52.50	€58.61	€89.33	€102.73	€94.93	€109.17	€95.12	€109.38	€70.74	€81.36
Adults ABC1	€26.38	€28.41	€30.35	€35.29	€41.18	€40.65	€28.34	€28.75	€43.93	€50.52	€47.52	€54.65	€50.71	€58.32	€34.98	€40.22
Men 15+	€20.75	€22.12	€20.82	€26.01	€32.34	€26.86	€20.09	€20.69	€34.43	€39.59	€35.27	€40.56	€36.38	€41.84	€27.75	€31.91
Men 15-34	€161.32	€194.40	€204.27	€261.59	€251.69	€219.24	€173.34	€202.84	€326.87	€375.90	€313.65	€360.70	€365.20	€419.98	€283.61	€326.15
Men ABC1	€65.73	€68.35	€74.10	€83.76	€98.25	€100.86	€68.72	€66.73	€109.67	€126.13	€120.21	€138.24	€125.73	€144.59	€85.96	€98.85
Women 15+	€13.84	€15.25	€16.38	€18.70	€21.61	€23.07	€14.79	€15.50	€24.19	€27.82	€25.31	€29.10	€27.27	€31.36	€19.52	€22.45
Women 25-44	€92.35	€97.87	€97.02	€130.25	€143.55	€141.62	€98.91	€104.99	€155.99	€179.39	€154.08	€177.19	€165.95	€190.84	€124.46	€143.13
Women ABC1	€44.02	€48.59	€51.38	€60.94	€70.85	€68.03	€48.19	€50.49	€73.23	€84.21	€78.52	€90.30	€84.92	€97.66	€58.93	€67.76
Housekeepers	€12.69	€13.74	€13.92	€16.89	€19.28	€19.28	€12.91	€13.66	€21.38	€24.58	€21.86	€25.14	€24.35	€28.00	€18.00	€20.70
GSWK	€51.73	€53.60	€62.84	€72.55	€84.04	€76.70	€52.41	€56.66	€82.25	€94.59	€86.37	€99.33	€99.82	€114.80	€76.51	€87.99
HK with Kids	€83.52	€86.71	€98.36	€129.03	€141.40	€136.65	€89.16	€93.07	€145.69	€167.54	€143.28	€164.77	€162.45	€186.81	€118.64	€136.43
Children 4-14	€26.05	€31.31	€35.13	€43.75	€45.72	€49.33	€30.94	€30.90	€62.40		€70.95		€71.48		€39.75	
Toys & Games									€62.40		€97.20		€97.20		€62.40	
Adults 18-34	€97.02	€108.29	€102.34	€126.15	€136.00	€126.74	€93.27	€108.03	€173.90	€199.98	€162.15	€186.47	€178.50	€205.28	€138.04	€158.75
Men 18-34	€192.97	€248.88	€229.83	€252.72	€308.75	€277.28	€199.98	€221.98	€416.01	€478.41	€411.41	€473.12	€605.61	€696.45	€361.35	€415.55

- Kids / Toys & Games prices are for airtime bought in childrens programming.
- The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
- 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. OPT's for December split pricing will be published in advance of AB Deadlines.
- 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.
- Limited availability for Women 25-44 and GSWK.
- GSWK is currently only available for FMCG and Supermarkets to purchase.

TV Daytime Fixed Prices

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ads	€4.40	€4.65	€4.80	€6.10	€7.30	€7.15	€4.75	€4.75	€8.75	€8.95	€9.45	€6.90
HKWC	€33.60	€37.80	€40.95	€52.50	€59.85	€61.95	€38.85	€38.85	€65.10	€67.20	€76.65	€55.00

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.

Digital

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Digital AV Pricing

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RTÉ

VOD 30sec	Jan/Feb	Mar-Jun	Jul/Aug	Sept-Dec
ROS RTÉ Player	€80	€100	€80	€122
Time of Day Targeting	10%			
First in Break	30%			
Location Targeting	25%			
Single Platform Targeting	15%			
CTV Targeting	POA			
Genre Targeting	10%			
Programme Targeting	10%			
Live Only or Catch-Up Only Targeting	15%			
Frequency Capping	10%			
Device Targeting	15%			
Bespoke Audience Targeting	25%			

Digital Display Rates – RTÉ.ie and RTÉ News Now App

Content Section	Display Rate CPM MPU / Leaderboard	Display Rate CPM Billboards / Half Page / Large Formats	Takeover/ HPTO per day	TO per week Native	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

Display Targeting Loading

Time of Day Targeting	10%
Location Targeting	25%
Single Platform Targeting	15%
Bespoke Audience Targeting	25%

Digital Audio Pricing

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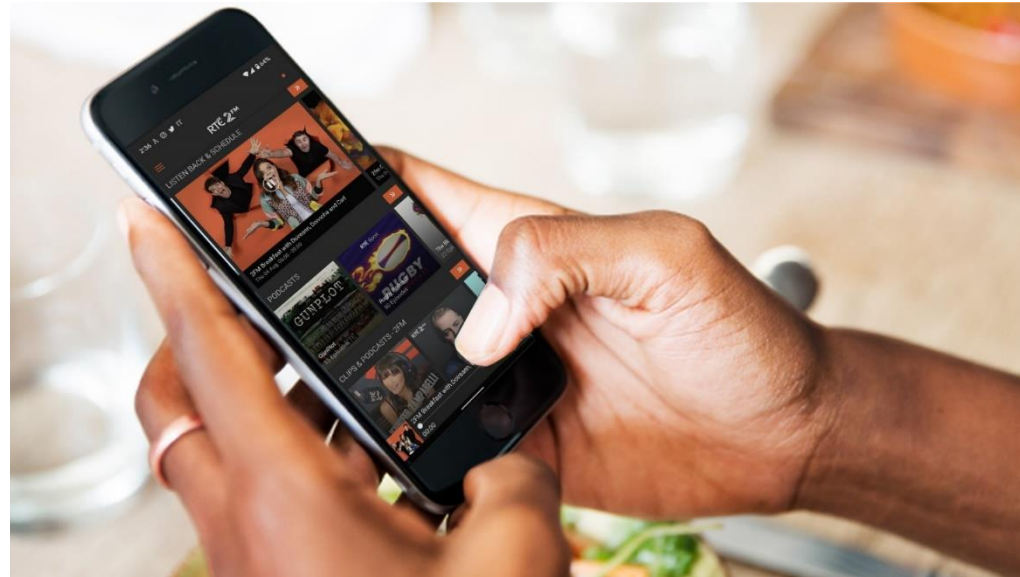
PRINT

RTE

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

Targeting:

25%	Geo Targeting
10%	Time Targeting
15%	Live and/or Catch-up streams



Radio

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Radio Spot Rates

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RTÉ

RTÉ Radio 1 (Weekday)

Monday - Friday	January - June	July - August	September - December
Pre 07.00	€150	€91	€165
06.58	€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

January-June
Pricing applies
02/01/2023-
02/07/2023

July-August
Pricing applies
03/07/2023-
03/09/2023

September-December
Pricing applies
04/09/2023-
31/12/2023

RTÉ Radio 1 (Weekend)

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

RTÉ lyric fm

Monday - Sunday	January - June	July - August	September - December
07.00 - 19.00	€161	€98	€177

Radio Spot Rates

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RTÉ 2FM (Weekday)

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

January-June Pricing applies 02/01/2023- 02/07/2023	July-August Pricing applies 03/07/2023- 03/09/2023	September-December Pricing applies 04/09/2023- 31/12/2023
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All stations

Fixed Spot/Programme – 20%

Raíó Na Gaeltachta*

- Irish Language Copy only will be accepted.
- Clash policy at RTÉ's discretion
- Eligibility for 'Local' rate to be determined by RTÉ Commercial.
- Advance booking is recommended as availability cannot be guaranteed.

RTÉ 2FM (Weekend)

Saturday - Sunday	January - June	July - August	September - December
07.00 – 09.00	€129	€78	€141
09.00 – 12.00	€429	€260	€471
12.00 – 15.00	€429	€260	€471
15.00 – 18.00	€263	€159	€289
18.00 – 19.00	€177	€107	€194
19.00 – 24.00	€129	€78	€141

Raíó Na Gaeltachta*

	Monday-Sunday	January-December Pre AB	January December Post AB
National Rate	07.00 – 19.00	€61.75	€65.00
National Rate	19.00 – 24.00	€30.88	€32.50
Local Rate	07.00 – 19.00	€15.44	€16.25
Local Rate	19.00 – 24.00	€7.60	€8.00

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 01/01/2023 - 30/06/2023	July - August pricing applies 01/07/2023 - 31/08/2023	September - December pricing applies 01/09/2023 - 31/12/2023

CPT Campaigns must run for a minimum of three days

AQH will be updated with JNLR releases

CPT Prices for radio will not be amended in 2023 to reflect
new universes

Radio Charity Rates

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 02/01/2023 - 02/07/2023	July - August pricing applies 03/07/2023 - 03/09/2023	September - December pricing applies 04/09/2023 - 31/12/2023

Maximum length ad is 20".

Maximum of 6 spots per station per week can be purchased.

This rate is only available to registered charities.

Radio Promotions

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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 Show	Mon-Fri 12.00-15.00	3 per show	12 x 30"	€5,000	€5,000
Drive It with the 2 Johnnies	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		Based on 4 Posts	N/A	€1,000	€2,000

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

Radio Promotions

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RTÉ Radio 1 Promotions

Show	Timing	Mentions	Prize Value Required	Media Fee
Rising 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

RTÉ 2FM Outside Broadcasts

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RTÉ 2FM Promotions

Show	Timing	Live Mentions	Pre-Recorded Promos	Media Fee
2FM Breakfast	Mon-Fri 07.00-09.00	4 per hour during the live show	18 X 30"	€6,000
Jennifer Zamparelli Show	Mon-Fri 09.00-12.00	4 per hour during the live show	18 X 30"	€7,000
Tracy Clifford Show	Mon-Fri 12.00-15.00	4 per hour during the live show	18 X 30"	€6,000
Drive It with the 2 Johnnies	Mon-Fri 15.00-18.00	4 per hour during the live show	18 X 30"	€6,000
2FM Weekends	Sat-Sun 11.00-13.00	4 per hour during the live show	18 X 30"	€6,000
2FM Weekends	Sat-Sun 15.00-17.00	4 per hour during the live show	18 X 30"	€6,000

Outside Broadcast includes:

4 live mentions per hour of live show

18 x 30" pre-recorded promos

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RTÉ Guide Rates

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Size	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	January - June
Guaranteed Position	20%
Christmas 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 RTÉ Guide and 250,000 Page Impressions (MPU & Billboard) delivered across RTÉ.ie. Cost is €700 add on to FPC pricing

Taste Ireland

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Advertisement Rates

Effective for 2023

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

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!

Contact:

Advertising Manager:

Karen Foster

087 929 0922

karen.foster@rte.ie

Production Manager:

Lynn McKeown

01 208 2919

lynn.mckeown@rte.ie



Today Show, RTÉ One

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Advertisement Rates

Effective for 2023

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 2023 after which they may be subject to review.

Advance Booking Deadlines TV, Digital & Radio

Month	TV & Digital: 8 Weeks AB	TV & Digital: 6 Weeks AB	Radio 4 Weeks AB
January	-	25th Nov	5th Dec
February	-	3rd Jan	4th Jan
March	-	18th Jan	1st Feb
April	-	17th Feb	3rd Mar
May	-	20th Mar	3rd Apr
June	-	20th Apr	4th May
July	-	22nd May	2nd June
August	-	20th June	4th July
September		20th July	4th Aug
October	4th Aug	21st Aug	4th Sept
November	6th Sept	21st 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

8 week AB from Oct-Dec applies to Supermarkets, Cars, Cable, Satellite & Telecommunications

6 week AB's will not be available for Supermarkets, Cars, Cable, Satellite & Telecommunications Oct-Dec

Cable, Satellite & Telecommunications have an 8 week AB from Sept-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

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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	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%

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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

Radio Cancellation, Deferment & Amendment Policy

Timing	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%
In the month of transmission	100%

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

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%

Copy Clearance, Instructions & 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

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 radiotrafic@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/>

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 - Adstreams/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 own IO number in the e-mail. 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/>

Contact

mediasales@rte.ie

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RTÉ Guide Terms & Conditions

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 (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.