

Rate Card 2024

AV

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RADIO

PRINT

RTE



Our Platforms

AV

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AV

RTÉ One
RTÉ2
RTÉ Player



DIGITAL

RTÉ.ie
RTÉ News App
RTÉ Radio Player App



RADIO

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



PRINT

RTÉ Guide
Christmas RTÉ Guide

Key Figures

9/10*

Adults reached
per week
across any RTÉ
platform.

679,100

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

47%

share of commercial viewing
(at peak) for Adults 15+ on
RTÉ TV.

67.5%

of Adults 15+ reached
weekly on RTÉ TV.



47%

of Irish adults use
a digital service
from RTÉ every
week.

256,000

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

42%



of Irish Adults have used RTÉ Player,
Ireland's number 1 BVOD platform.

8 million

monthly unique browsers of
RTÉ.ie, Ireland's number 1 multi-
media website.

1.9 million

Adults 15+ tune into RTÉ Radio
on a weekly basis.



RTÉ Radio 1 remains the only station
with a weekly reach of almost

1.4million

Sources

- *Red C Research 2022 (ever reach = 89%)
- Brand Tracker - all online services weekly inc. social media, digital radio
- TAM Ireland / Nielson (Consolidated) January – October 2023.
- B&A Survey, Nov 2022 (Adults 18+ in Ireland)
- JNLR/ Ipsos MRBI 2023-3 vs. 2023-2.
- TGI 2023r2

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TV Fixed Prices

Updated to reflect new
Jan-Dec 24 Universes

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| 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+ | €8.48 | €8.85 | €8.44 | €10.33 | €11.67 | €13.03 | €8.02 | €7.89 | €15.20 | €17.48 | €15.32 | €17.62 | €16.36 | €18.81 | €11.58 | €13.32 |
| Adults 15-34 | €89.02 | €95.39 | €92.75 | €111.73 | €116.76 | €133.01 | €81.42 | €93.73 | €180.37 | €207.43 | €172.25 | €198.09 | €156.34 | €179.79 | €118.47 | €136.24 |
| Adults 25-44 | €53.68 | €55.48 | €57.42 | €69.99 | €76.67 | €89.21 | €50.93 | €56.28 | €99.06 | €113.92 | €103.38 | €118.89 | €103.59 | €119.13 | €72.17 | €83.00 |
| Adults ABC1 | €25.79 | €27.28 | €27.93 | €33.29 | €37.08 | €42.64 | €25.22 | €25.57 | €46.82 | €53.84 | €48.41 | €55.67 | €51.38 | €59.09 | €35.15 | €40.42 |
| Men 15+ | €22.97 | €22.74 | €19.74 | €26.31 | €29.21 | €30.34 | €19.86 | €18.46 | €39.71 | €45.67 | €39.48 | €45.40 | €40.39 | €46.45 | €29.41 | €33.82 |
| Men 15-34 | €193.67 | €211.87 | €211.09 | €238.70 | €248.84 | €260.16 | €178.37 | €216.54 | €380.78 | €437.90 | €394.05 | €453.16 | €359.69 | €413.64 | €284.07 | €326.68 |
| Women 15+ | €13.43 | €14.49 | €14.74 | €17.02 | €19.43 | €22.84 | €13.45 | €13.78 | €24.62 | €28.31 | €25.03 | €28.78 | €27.51 | €31.64 | €19.10 | €21.97 |
| Women 25-44 | €98.71 | €105.85 | €103.33 | €131.63 | €142.53 | €179.17 | €99.54 | €100.80 | €186.19 | €214.12 | €186.28 | €214.22 | €197.97 | €227.67 | €135.82 | €156.19 |
| Women ABC1 | €43.55 | €46.54 | €46.28 | €57.29 | €64.00 | €77.57 | €44.02 | €45.22 | €81.25 | €93.44 | €85.06 | €97.82 | €89.23 | €102.61 | €61.99 | €71.29 |
| Housekeepers | €12.29 | €13.33 | €12.86 | €16.06 | €17.53 | €20.26 | €11.93 | €12.21 | €22.30 | €25.65 | €22.37 | €25.73 | €24.90 | €28.64 | €17.64 | €20.29 |
| GSWK | €51.94 | €53.99 | €56.61 | €65.40 | €75.35 | €91.24 | €50.36 | €51.72 | €97.72 | €112.38 | €98.54 | €113.32 | €106.71 | €122.72 | €78.00 | €89.70 |
| HK with Kids | €87.78 | €91.04 | €100.35 | €125.15 | €133.02 | €157.14 | €88.97 | €86.31 | €164.46 | €189.13 | €158.85 | €182.68 | €180.11 | €207.13 | €121.97 | €140.27 |
| Children 4-14 | €28.68 | €34.44 | €38.64 | €48.13 | €50.32 | €54.27 | €33.90 | €33.88 | €68.37 | | €77.74 | | €78.25 | | €43.59 | |
| Toys & Games | | | | | | | | | | | €97.20 | | €97.20 | | €62.40 | |
| Adults 18-34 | €104.86 | €110.35 | €106.64 | €128.75 | €137.47 | €151.64 | €93.98 | €107.89 | €203.06 | €233.52 | €194.17 | €223.30 | €190.77 | €219.39 | €140.57 | €161.66 |
| Men 18-34 | €232.88 | €263.95 | €233.94 | €259.54 | €300.34 | €315.46 | €196.75 | €238.39 | €419.66 | €482.61 | €431.52 | €496.25 | €625.97 | €719.87 | €344.09 | €395.70 |

- 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. CPT'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 | €4.50 | €4.65 | €4.50 | €5.50 | €6.20 | €6.95 | €4.25 | €4.15 | €8.80 | €8.85 | €9.50 | €6.75 |
| HKWCH | €39.50 | €41.00 | €45.15 | €56.30 | €59.85 | €70.70 | €40.00 | €38.85 | €82.25 | €79.40 | €90.00 | €61.00 |
| AD55+ | €6.50 | €6.50 | €6.70 | | | | | | | | | |

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.

Today Show, RTÉ One

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Advertisement Rates

Effective for 2024

| Content Category | Media Fee | Segment Length per programme |
|--------------------------|----------------|------------------------------|
| Beauty | €2,000-€3,000 | 7/8 mins |
| Beauty (per product) | €600 | 7/8 mins |
| Medical (studio) | €3,000 | 7/8 mins |
| Fashion | €1,500-€2,250 | 7/8 mins |
| Travel (studio) | €3,000 | 7/8 mins |
| Gifting | €3,000 | 7/8 mins |
| Cookery | €3,000 | 7/8 mins |
| Social Media Competition | €500 | 1 week |
| Outdoor Broadcast | €9,000-€12,000 | 5 hits (live on location) |

Rates on application:

Kitchen Sponsorship.
Friday Make-over.
Travel Trip.
Bespoke C.reative

Contact:

Maria Landon
PPS Executive
maria.landon@rte.ie



RTÉ Commercial T&C's apply.

Please note these rates are valid up to 31st December 2024 after which they may be subject to review.

Digital

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Digital AV Pricing

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| VOD 30sec | Jan - Aug | Sept - Oct | Nov - Dec |
|--------------------------------------|-----------|------------|-----------|
| ROS RTÉ Player | €78 | €135 | €145 |
| | | | |
| 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 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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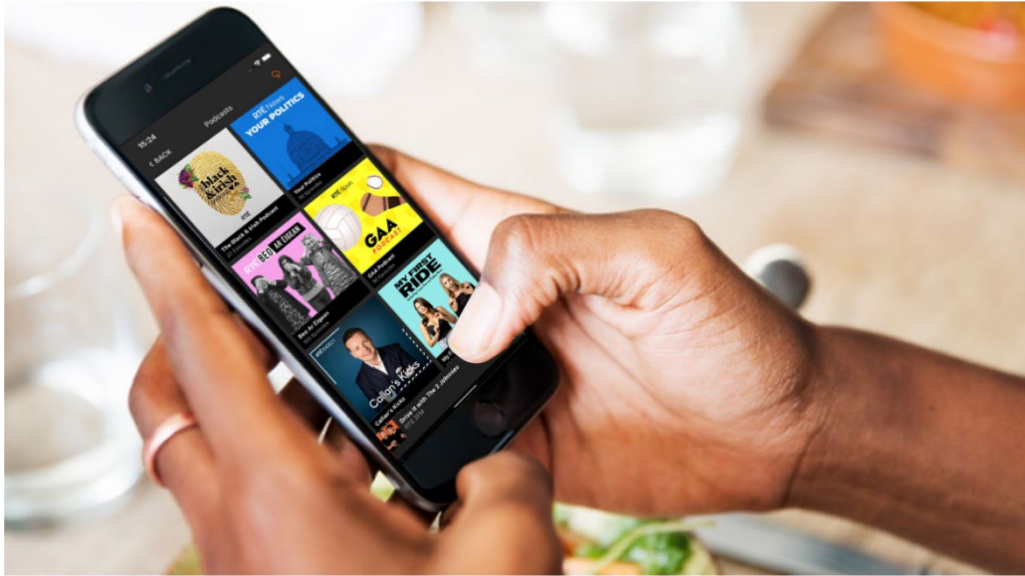
| Audio pre roll 30sec | Jan-Dec |
|----------------------|---------|
| ROS Audio pre rolls | €25 |

Targeting Capabilities

| | |
|--|-----|
| Station | 15% |
| Geo | 25% |
| Time | 10% |
| Live | 15% |
| Catch Up | 15% |
| iOS | 15% |
| Android | 15% |
| Frequency Cap | 10% |
| Rails (Podcasts / Sport / News/ Clips & Items) | 15% |

RTÉ Radio Player allows you to live stream and listen back to all shows across RTÉ's radio stations, alongside a wide range of original podcasts, popular clips and highlights from our radio shows.

Featuring the commercial radio channels as well as specialty stations such as RTÉ Gold (playing classic hits from top-selling artists spanning the decades from the 1950s to the 1980s), RTÉ 2XM (focusing more on alternative and indie music), RTÉ Pulse (with the very best in dance music 24 hours a day) and RTÉ Radio 1 Extra.



Radio

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Radio Spot Rates

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RTÉ Radio 1 (Weekday)

| Monday - Friday | January - June | July - August | September - December |
|-----------------|----------------|---------------|----------------------|
| Pre 07.00 | €158 | €96 | €173 |
| 06.58 | €473 | €287 | €519 |
| 07.00 - 09.00 | €2,478 | €1,502 | €2,721 |
| 09.00 - 12.00 | €1,577 | €956 | €1,731 |
| 12.00 - 12.55 | €1,126 | €683 | €1,237 |
| 12.55 - 13.45 | €1,971 | €1,194 | €2,164 |
| 13.45 - 15.00 | €1,971 | €1,194 | €2,164 |
| 15.00 - 16.30 | €788 | €478 | €866 |
| 16.30 - 19.00 | €788 | €478 | €866 |
| Post 19.00 | €124 | €75 | €136 |

January-June
Pricing applies
01/01/2024 - 30/06/2024

July-August
Pricing applies
01/07/2024 - 01/09/2024

September-December
Pricing applies
02/09/2024 - 29/12/2024

RTÉ Radio 1 (Weekend)

| Saturday - Sunday | January - June | July - August | September - December |
|-------------------|----------------|---------------|----------------------|
| 06.00 - 08.00 | €158 | €96 | €173 |
| 08.00 - 10.00 | €1,126 | €683 | €1,237 |
| 10.00 - 11.00 | €1,915 | €1,160 | €2,102 |
| 11.00 - 13.00 | €1,915 | €1,160 | €2,102 |
| 13.00 - 14.00 | €1,126 | €683 | €1,237 |
| 14.00 - 19.00 | €394 | €239 | €433 |
| Post 19.00 | €124 | €75 | €136 |

RTÉ lyric fm

| Monday - Sunday | January - June | July - August | September - December |
|-----------------|----------------|---------------|----------------------|
| 07.00 - 19.00 | €169 | €103 | €186 |

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

01/01/2024 - 30/06/2024

July-August

Pricing applies

01/07/2024 - 01/09/2024

September-December

Pricing applies

02/09/2024 - 29/12/2024

All stations

Fixed Spot/Programme – 20%

Radió 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 |

Radió 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 | €4.00 | €2.43 | €4.39 |
| A1534 | €31.87 | €19.31 | €35.00 |
| AD2544 | €17.25 | €10.45 | €18.94 |
| HWCH | €16.94 | €10.27 | €18.60 |
| AABC1 | €7.78 | €4.71 | €8.54 |
| | January - June pricing applies 01/01/2024 - 30/06/2024 | July - August pricing applies 01/07/2024 - 31/08/2024 | September - December pricing applies 01/09/2024 - 31/12/2024 |

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 2024 to reflect new universes.

Radio Charity Rates

| Charity Rate 20" | January - June | July - August | September - December |
|---------------------|--|---|--|
| RTÉ Radio 1 | €186 | €112 | €204 |
| RTÉ 2FM | €142 | €86 | €155 |
| RTÉ lyric fm | €74 | €45 | €80 |
| | January - June pricing applies 01/01/2024 - 30/06/2024 | July - August pricing applies 01/07/2024 - 01/09/2024 | September - December pricing applies 02/09/2024 - 29/12/2024 |

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 | €6,500 |
| 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 | €1,750 |
| The Nine O’Clock Show | 09.00-10.00 | 3 per show | €7,000 | €6,500 |
| The Louise Duffy Show | 12.00-13.00 | 3 per show | €4,000 | €3,250 |
| The Ray D’Arcy Show | 15.00-16.30 | 3 per show | €7,000 | €5,500 |

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

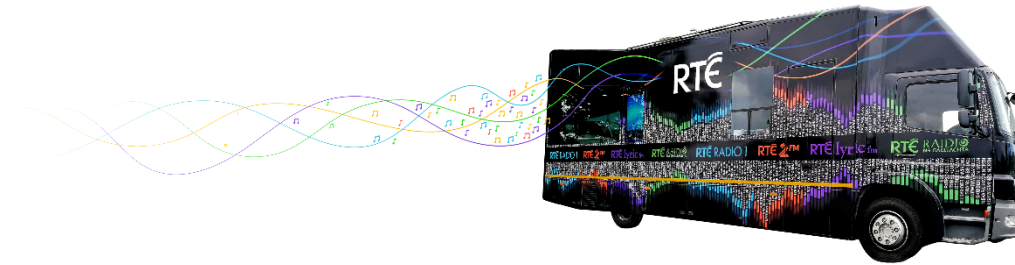
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RTÉ 2FM Promotions

| 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" | €7,000 |
| Laura Fox | Sat-Sun 09.00-12.00 | 4 per hour during the live show | 18 X 30" | €6,000 |
| Roz & Emma | Sat-Sun 12.00-15.00 | 4 per hour during the live show | 18 X 30" | €6,000 |
| Aifric O'Connell | Sat-Sun 15.00-18.00 | 5 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.

Print

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RTÉ Guide Rates

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Effective for 2024

| 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 RTÉ Guide | 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



Christmas RTÉ Guide

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The must have bumper Christmas issue is the biggest print offering on the market with a four-week shelf life over the festive season and a reach of 1.5 million adults.

Marketing support includes nationwide TV and Radio campaigns, targeted social media advertising and full support at retail level to ensure maximum copy sales.

Commercial Offerings

- Loose inserts package including a half page support ad in the issue.
- Front cover gatefold offering clients standout over competitors.
- Bespoke sponsorships across the Lifestyle section.
- Run of advertising across print and digital.

Christmas RTÉ Guide Readers

- 627,000 or 44% are ABC1
- 804,000 or 56% are Women.
- 71% are Main Shoppers

Source: TGI 2023r2

Contact:

Advertising Manager:

Karen Foster

087 929 0922

karen.foster@rte.ie

Production Manager:

Lynn McKeown

01 208 2919

lynn.mckeown@rte.ie



Advance Booking Deadlines TV, Digital & Radio

| Month | TV & Digital: 8 Weeks AB | TV & Digital: 6 Weeks AB | Radio: 4 Weeks AB |
|-----------|-----------------------------|-----------------------------|----------------------|
| January | - | 24th Nov | 4th Dec |
| February | - | 3rd Jan | 4th Jan |
| March | - | 19th Jan | 1st Feb |
| April | - | 19th Feb | 4th Mar |
| May | - | 20th Mar | 3rd Apr |
| June | - | 19th Apr | 3rd May |
| July | - | 20th May | 4th June |
| August | - | 20th June | 4th July |
| September | | 22nd July | 2nd Aug |
| October | 6th Aug | 20th Aug | 3rd Sept |
| November | 6th Sept | 20th Sept | 4th Oct |
| December | 7th Oct | 21st Oct | 4th 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

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

All copy must be submitted and cleared by Copy Clearance PRIOR to transmission.

The Copy Clearance Committee meet to review Clearance submissions each Tuesday and Thursday morning at 9:00am. 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: <https://rtigroup.ie/copyclearance>

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 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>

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/Clearcast or Peach.

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>

Terms & Conditions

[TV](#)[DIGITAL](#)[RADIO](#)[PRINT](#)

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.

Contact us
mediasales@rte.ie

mediasales.rte.ie



RTÉMediasales



RTÉ Media Sales

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