

Rate Card 2024

AV

DIGITAL

RADIO

PRINT

RTE



Our Platforms

AV

DIGITAL

RADIO

PRINT



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
RTÉ 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

Fixed Prices
Jan-Dec 24

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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+	€8.40	€8.76	€8.36	€10.23	€11.55	€12.90	€7.94	€7.81	€15.05	€17.31	€15.17	€17.44	€16.20	€18.63	€11.46	€13.18
Adults 15-34	€88.05	€94.35	€91.74	€110.51	€115.48	€131.56	€80.53	€92.71	€178.40	€205.16	€170.37	€195.95	€154.63	€177.83	€117.87	€134.75
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	€25.43	€26.90	€27.54	€32.83	€36.56	€42.05	€24.87	€25.21	€46.17	€53.09	€47.74	€54.90	€50.67	€58.27	€34.66	€39.86
Men 15+	€22.72	€22.49	€19.53	€26.03	€28.89	€30.01	€19.65	€18.26	€39.28	€45.17	€39.05	€44.91	€39.95	€45.95	€29.09	€33.46
Men 15-34	€190.87	€208.80	€208.04	€235.25	€245.24	€256.40	€175.79	€213.41	€375.27	€431.56	€388.05	€446.60	€354.49	€407.66	€279.96	€321.95
Women 15+	€13.31	€14.36	€14.60	€16.86	€19.25	€22.63	€13.33	€13.65	€24.39	€28.05	€24.80	€28.52	€27.26	€31.35	€18.92	€21.76
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	€42.97	€45.92	€45.66	€56.52	€63.14	€76.53	€43.43	€44.61	€80.16	€92.19	€83.92	€96.51	€88.03	€101.24	€61.16	€70.33
Housekeepers	€12.21	€13.25	€12.78	€15.96	€17.42	€20.13	€11.85	€12.13	€22.16	€25.48	€22.23	€25.56	€24.74	€28.45	€17.53	€20.16
GSWK	€52.56	€54.63	€57.28	€66.18	€76.25	€92.33	€50.96	€52.34	€98.88	€113.71	€99.71	€114.67	€107.98	€124.18	€78.93	€90.77
HK with Kids	€88.64	€91.93	€101.33	€126.38	€134.32	€158.68	€89.84	€87.16	€166.07	€190.98	€160.41	€184.47	€181.88	€209.16	€123.17	€141.64
Children 4-14	€28.53	€34.26	€38.43	€47.87	€50.05	€53.98	€33.72	€33.70	€68.00		€77.32		€77.83		€43.36	
Toys & Games											€97.20		€97.20		€62.40	
Adults 18-34	€103.80	€109.24	€105.57	€127.45	€136.08	€150.11	€93.03	€106.80	€201.01	€231.17	€192.21	€221.05	€188.85	€217.17	€139.15	€160.03
Men 18-34	€230.81	€261.60	€231.86	€257.23	€297.66	€312.65	€195.00	€236.27	€415.92	€478.31	€427.68	€491.83	€620.39	€713.45	€341.02	€392.18

- 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.

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	€7.00	€7.40	€8.90	€5.10	€5.10	€11.00			

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.

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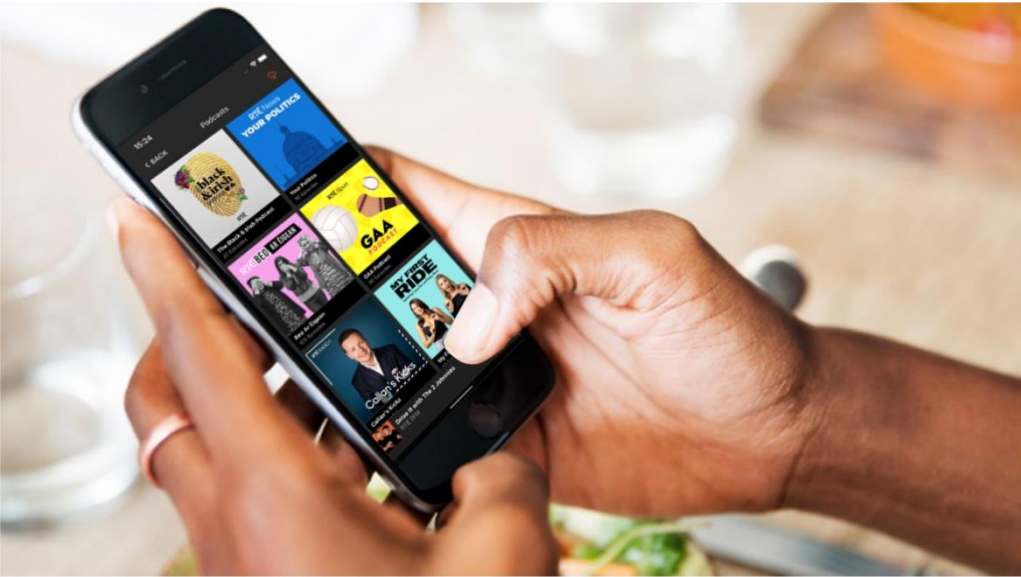
Audio pre roll 30sec	Jan-Dec
ROS Audio pre rolls	€25

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

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%

- RTÉ Raidió 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
 - Rates apply from 4/3/2024

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

RTÉ Raidió Na Gaeltachta*

	Monday-Sunday	January-December Pre AB	January-December Post AB
National Rate	07.00 - 19.00	€62.00	€65.00
National Rate	19.00 - 24.00	€31.00	€33.00
Local Rate	07.00 - 19.00	€16.00	€16.00
Local Rate	19.00 - 24.00	€8.00	€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
The Laura Fox 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
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

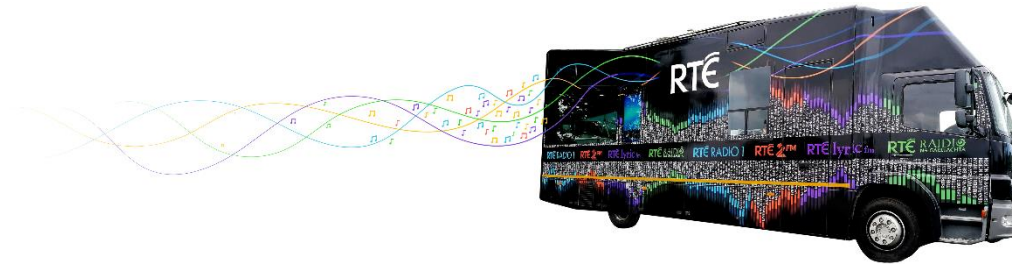
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RTÉ 2FM Promotions

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
The Laura Fox 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
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.

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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.

Terms & Conditions

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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%

Terms & Conditions

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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://rtegroup.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

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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.

Contact us
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