



RTÉ  
Media Sales

# RUGBY WORLD CUP 2019

## AIRTIME PACKAGES

After the heartbreak of Rugby World Cup 2015 the Irish rugby team are heading to Japan full of determination and expectation. Joe Schmidt's side were named World Rugby Team of the Year in 2018 after completing the most successful year in Irish rugby history, which included a 6 Nations Grand Slam, a series win in Australia and a historic win against the All Blacks in the Aviva Stadium.

With the nation behind them Ireland go into this tournament hoping to do what no other Irish rugby team has done before, reach the semi-finals or even go all the way!





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# TV PACKAGES



## TV AND RADIO\* PACKAGE (EXCL. DIGITAL)

	No. of matches/highlights programmes	Halftime Break
<b>Total Package TV &amp; Radio*</b> <i>(incl TV Highlights Programme)</i>	14 matches on TV, 16 highlight programmes on TV & minimum 4 matches on Radio	<b>Total Cost Of Package</b> €190,000

(Please note Whistle Break, In/Out Match & Studio/End of Programme breaks are not available in this package)

## TV PACKAGE - LIVE MATCHES

	No. of matches	H/T Break	Whistle Break	In/Out Match	Studio/End Programme
<b>Total TV Package – Live Matches</b>	14	€160,000	€240,000	€120,000	€95,000
<b>Ireland 4 x Pool Games</b>	4	€70,000	€105,000	€52,500	€42,000
<b>Quarters, Semis &amp; Finals</b>	8	€120,000	€180,000	€90,000	€72,000

## TV PACKAGE - HIGHLIGHTS PROGRAMME

	No. of highlights programmes	Centre Break	End Break
<b>Total TV Highlights Programme Package</b>	16	€15,000	€9,000
<b>Individual TV Highlights Programme Cost</b>	1	€1,500	€900



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## TV INDIVIDUAL MATCH COSTS

	Date	Teams	H/T Break	Whistle Break	In/Out Match	Studio/End Programme
<b>Ireland Pool Games</b>	22/09/2019	Ireland v Scotland	€25,000	€38,000	€19,000	€15,500
	28/09/2019	Ireland v Japan	€23,000	€35,000	€17,500	€14,000
	03/10/2019	Ireland v Russia	€12,000	€18,000	€9,000	€7,000
	12/10/2019	Ireland v Samoa	€20,000	€30,000	€15,000	€12,000
<b>Non-Ireland Pool Games</b>	20/09/2019	Japan v Russia	€3,000	€5,000	€2,500	€2,000
	06/10/2019	France v Tonga	€3,500	€5,500	€2,500	€2,000
<b>Quarter Finals</b>	19/10/2019 & 20/10/2019	Quarter Final with Ireland	€30,000	€45,000	€22,500	€18,000
	19/10/2019 & 20/10/2019	Quarter Final without Ireland	€15,000	€22,500	€11,250	€9,000
<b>Semi Finals</b>	26/10/2019 & 27/10/2019	Semi Final with Ireland	€35,000	€52,500	€26,250	€21,000
	26/10/2019 & 27/10/2019	Semi Final without Ireland	€20,000	€30,000	€15,000	€12,000
<b>Bronze Final</b>	01/11/2019	Bronze Final with Ireland	€10,000	€15,000	€7,500	€6,000
	01/11/2019	Bronze Final without Ireland	€5,000	€7,500	€3,750	€3,000
<b>Final</b>	02/11/2019	Final with Ireland	€45,000	€67,500	€33,750	€27,000
	02/11/2019	Final without Ireland	€30,000	€45,000	€22,500	€18,000



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# RADIO\* & DIGITAL



## RADIO\*

	H/T Break
<b>Total Radio Package</b> Minimum 4 Matches (Ireland Pool Games)	€15,000
<b>Individual Radio Match Costs</b>	€4,500

## DIGITAL

	Impressions	CPM	Cost
<b>RTÉ Player Package</b> (inc Highlights Programmes)	250,000	€50.00	€12,500

## TERMS AND CONDITIONS

### Total TV & Radio Package

- Full Package bookings will take priority over partial packages

### TV

- PIB available at an additional 25%
- Break Selectivity available at an additional 20%
- Priority will be given to Advertisers buying Half-Time or Whistle Break Total TV Packages
- Full Package bookings will take priority over partial packages
- If advertisers wish to ensure their bookings in highly demanded categories, a Caria booking must be received by RTÉ before 5.30pm on Wednesday 8th May, 2019
- In the event of clash category over-subscription, RTÉ will confirm advertiser break allocation by 12 noon Friday 10th May
- Allocation Criteria will include overall GED commitment and YOY expenditures, etc.

- Individual spot bookings will not be taken until package allocation has been finalised.
- Costs are fixed and non-reconcilable.
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable.

### Radio

- Limited availability 6 X 30" CB Packages
  - PIB available at an additional 25%
  - Matches are subject to editorial scheduling, 4 matches minimum
  - Full Package bookings will take priority over partial packages
- \*subject to licence

### Digital

- PIB available at an additional 25%
- 3 packages of 250k streams available

**For further information or to secure your booking please contact:**

Laura Lester on (01) 208 2562 or email [laura.lester@rte.ie](mailto:laura.lester@rte.ie)