

# RATE CARD 2020



RTE Media Sales

# Rates 2020

## TV Fixed Prices January – December

### RTÉ Media Sales

# 2020

| Audience        | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Sept Cable, Satellite & Telcos Price | Oct     | Oct Cable, Satellite & Telcos Price | Nov     | Nov Supermarket Cable, Satellite & Telcos Price | Dec     | Dec Supermarket Cable, Satellite & Telcos Price |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------------------------|---------|-------------------------------------|---------|---|---------|---|
| Adults 15+      | €7.58   | €8.12   | €8.65   | €10.07  | €11.97  | €11.56  | €7.59   | €7.27   | €13.15  | €15.13                               | €13.54  | €15.57                              | €14.42  | €16.58  | €10.72  | €12.33  |
| Adults 15 - 24  | €134.96 | €147.62 | €176.46 | €186.38 | €214.49 | €196.25 | €128.36 | €139.08 | €245.36 | €282.17                              | €249.47 | €286.89                             | €268.85 | €309.18   | €183.86 | €211.44   |
| Adults 15 - 34  | €58.99  | €60.51  | €68.80  | €81.81  | €91.11  | €83.03  | €54.73  | €60.28  | €114.06 | €131.17                              | €109.91 | €126.40                             | €120.38 | €138.44   | €93.34  | €107.35   |
| Adults 25 - 44  | €39.54  | €41.28  | €44.19  | €52.49  | €59.98  | €55.09  | €40.16  | €41.33  | €69.36  | €79.76                               | €72.13  | €82.95                              | €75.41  | €86.72  | €58.92  | €67.76  |
| Adults ABC1     | €23.79  | €25.26  | €30.27  | €35.33  | €37.62  | €40.76  | €23.94  | €23.66  | €43.24  | €49.73                               | €43.80  | €50.37                              | €45.08  | €51.84  | €35.66  | €41.01  |
| Men 15+         | €18.54  | €19.28  | €19.80  | €23.10  | €28.19  | €23.36  | €17.06  | €16.06  | €31.21  | €35.89                               | €30.27  | €34.81                              | €33.19  | €38.17  | €25.26  | €29.05  |
| Men 15 - 34     | €115.19 | €122.80 | €155.22 | €213.51 | €203.59 | €156.60 | €110.52 | €134.44 | €279.23 | €321.12                              | €250.04 | €287.54                             | €293.08 | €337.05   | €213.94 | €246.03   |
| Men ABC1        | €56.05  | €60.24  | €73.82  | €83.04  | €89.01  | €95.56  | €48.85  | €55.55  | €105.42 | €121.24                              | €105.16 | €120.93                             | €115.93 | €133.32   | €96.68  | €111.18   |
| Women 15+       | €12.83  | €14.03  | €15.37  | €17.86  | €20.81  | €22.88  | €13.67  | €13.30  | €22.74  | €26.16                               | €24.51  | €28.19                              | €25.50  | €29.32  | €18.63  | €21.42  |
| Women 25 - 44   | €78.13  | €75.47  | €76.88  | €92.10  | €108.44 | €118.82 | €76.26  | €67.22  | €123.16 | €141.63                              | €125.53 | €144.36                             | €137.17 | €157.74   | €115.38 | €132.68   |
| Women ABC1      | €41.40  | €43.56  | €51.40  | €61.55  | €65.26  | €71.15  | €46.95  | €41.27  | €73.43  | €84.45                               | €75.18  | €86.46                              | €73.91  | €84.99  | €56.63  | €65.13  |
| Housekeepers    | €12.21  | €12.83  | €13.43  | €16.27  | €18.54  | €18.90  | €12.12  | €11.96  | €21.75  | €25.01                               | €22.17  | €25.50                              | €24.15  | €27.77  | €17.24  | €19.83  |
| HK with Kids    | €63.20  | €71.43  | €79.20  | €93.04  | €107.20 | €111.03 | €71.83  | €71.97  | €122.88 | €141.31                              | €119.84 | €137.82                             | €135.83 | €156.20   | €96.26  | €110.70   |
| Children 4 - 14 | €16.59  | €19.93  | €22.36  | €27.85  | €29.12  | €31.39  | €19.36  | €19.35  | €36.73  |                                      | €41.74  |                                     | €42.08  |   | €23.40  |   |
| Toys & Games    |         |         |         |         |         |         |         |         | €40.00  |                                      | €62.00  |                                     | €62.00  |   | €40.00  |   |
| Adults 18-34    | €71.71  | €76.99  | €80.79  | €91.41  | €104.62 | €97.83  | €66.13  | €71.61  | €136.89 | €157.43                              | €131.30 | €151.00                             | €152.56 | €175.44   | €114.17 | €131.29   |
| Men 18 - 34     | €140.85 | €153.60 | €178.72 | €194.11 | €238.95 | €199.60 | €124.55 | €155.44 | €316.19 | €363.62                              | €337.25 | €387.83                             | €419.65 | €482.60   | €267.32 | €307.42   |

1. Kids / Toys & Games prices are for airtime bought in childrens programming.
2. The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
3. 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.
4. 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
5. Limited availability for Women 25-44

Rates 2020

## TV Daytime Fixed AB Prices

RTÉ Media Sales

# 2020

|      | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Ads  | €3.65  | €3.95  | €3.95  | €5.25  | €6.30  | €6.35  | €4.10  | €4.00  | €7.50  | €7.70  | €8.25  | €5.90  |
| HKWC | €27.00 | €31.00 | €34.00 | €40.00 | €45.50 | €51.00 | €31.50 | €31.50 | €56.00 | €56.50 | €62.50 | €44.00 |

- 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. CPT's for December split pricing will be published in advance of AB Deadlines.

Rates 2020

## Digital Display Rates - RTÉ.ie and RTÉ News Now App

RTÉ Media Sales

# 2020

| Content Section | Display rate CPM<br>MPU / Leaderboard | Display Rate CPM<br>Billboards / Half Page<br>Large Formats | HPTO per day | HPTO per week |
|-----------------|---------------------------------------|---|--------------|---------------|
| Run of Site     | €20                                   | €40   | -            | -             |
| Home            | €20                                   | €40   | €14,000      | -             |
| News            | €20                                   | €40   | €14,000      | -             |
| Sport           | €30                                   | €60   | -            | €12,500       |
| Business        | €30                                   | €60   | -            | €10,000       |
| Entertainment   | €30                                   | €60   | -            | €10,000       |
| Lifestyle       | €30                                   | €60   | -            | €7,500        |
| Player          | €40                                   | -   | -            | -             |
| Keyword/Topic   | €40                                   | €80   | -            | -             |

Special Formats including Responsive HPTOs, Overlays and Branded Content available -  
Price on enquiry

# Rates 2020

## Digital AV Pricing

### RTÉ Media Sales

# 2020

| VOD 30sec                 | January - February | March - June | July - August | September - December |
|---------------------------|--------------------|--------------|---------------|----------------------|
| ROS RTE Player            | €73                | €90          | €62           | €112                 |
| Time of Day Targeting     | 10%                |              |               |                      |
| First In Break            | 25%                |              |               |                      |
| Location Targeting        | 25%                |              |               |                      |
| Single Platform Targeting | 15%                |              |               |                      |
| Large Screen Targeting    | 25%                |              |               |                      |
| Genre Targeting           | POA                |              |               |                      |
| Programme Targeting       | POA                |              |               |                      |

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

Rates 2020

## Radio Spot Rates

RTÉ Media Sales

# 2020

| RTÉ Radio 1       | Monday - Friday | January - June | July - August        | September - December |
|-------------------|-----------------|----------------|----------------------|----------------------|
|                   | Pre 07.00       | €118           | €66                  | €130                 |
|                   | 06.58 Break     | €375           | €208                 | €412                 |
|                   | 07.00 - 09.00   | €2,360         | €1,310               | €2,591               |
|                   | 09.00 - 12.00   | €1,502         | €834                 | €1,649               |
|                   | 12.00 - 12.55   | €1,073         | €595                 | €1,178               |
|                   | 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        | €118            | €66            | €130                 |                      |
| Saturday - Sunday | January - June  | July - August  | September - December |                      |
| 06.00 - 08.00     | €150            | €83            | €165                 |                      |
| 08.00 - 10.00     | €1,073          | €595           | €1,178               |                      |
| 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        | €118            | €66            | €130                 |                      |

**January to June**

**Prices apply**

30/12/2019 - 28/06/2020

**July-August**

**Prices apply**

29/06/2020 - 30/08/2020

**September - December**

**Prices apply**

31/08/2020 - 27/12/2020

Rates 2020  
**Radio Spot Rates**  
 RTÉ Media Sales

2020

|               |                          |                       |                      |                             |
|---------------|--------------------------|-----------------------|----------------------|-----------------------------|
| <b>2FM</b>    | <b>Monday - Friday</b>   | <b>January - June</b> | <b>July - August</b> | <b>September - December</b> |
|               | 06.00 - 07.00            | €118                  | €66                  | €130                        |
|               | 07.00 - 09.00            | €509                  | €283                 | €559                        |
|               | 09.00 - 12.00            | €531                  | €295                 | €583                        |
|               | 12.00 - 15.00            | €424                  | €235                 | €465                        |
|               | 15.00 - 18.00            | €391                  | €217                 | €430                        |
|               | 18.00 - 19.00            | €236                  | €131                 | €259                        |
|               | 19.00 - 24.00            | €118                  | €66                  | €130                        |
|               | <b>Saturday - Sunday</b> | <b>January - June</b> | <b>July - August</b> | <b>September - December</b> |
|               | 07.00 - 09.00            | €118                  | €66                  | €130                        |
|               | 09.00 - 11.00            | €391                  | €217                 | €430                        |
|               | 11.00 - 13.00            | €424                  | €235                 | €465                        |
|               | 13.00 - 15.00            | €391                  | €217                 | €430                        |
|               | 15.00 - 17.00            | €236                  | €131                 | €259                        |
| 17.00 - 19.00 | €161                     | €89                   | €177                 |                             |
| 19.00 - 24.00 | €118                     | €66                   | €130                 |                             |
| <b>Lyric</b>  | <b>Monday - Sunday</b>   | <b>January - June</b> | <b>July - August</b> | <b>September - December</b> |
|               | 07.00 - 19.00            | €161                  | €89                  | €177                        |

**January to June**

**Prices apply**

30/12/2019 - 28/06/2020

**July-August**

**Prices apply**

29/06/2020 - 30/08/2020

**September - December**

**Prices apply**

31/08/2020 - 27/12/2020

# Rates 2020

## Radio CPT Rates

### RTÉ Media Sales

# 2020

| CPT Rates | January - June   | July – August   | September - December   |
|-----------|--|---|--|
| ADS       | €3.86  | €2.14   | €4.23  |
| A1534     | €29.10   | €16.15  | €31.94   |
| AD2544    | €16.04   | €8.90   | €17.61   |
| HWCH*     | €16.09   | €8.93   | €17.66   |
| AABC1     | €7.67  | €4.26   | €8.42  |
|           | <b>January - June pricing applies</b><br>01/01/2020 - 30/06/2020 | <b>July - August pricing applies</b><br>01/07/2020 - 31/08/2020 | <b>September - December pricing applies</b><br>01/09/2020 - 31/12/2020 |

- CPT Campaigns must run for a minimum of three days
- CPT pricing is based on JNLR Universe October 2018 – September 2019
- CPT Prices for radio will not be amended in 2020 to reflect new universes
- AQH will be updated with JNLR releases

\*HK + Dependent child of any age



Rates 2020

## Radio Charity Rates

RTÉ Media Sales

# 2020

| Charity Rate 20" | January - June   | July - August   | September - December   |
|------------------|--|---|--|
| RTÉ Radio 1      | €161   | €90   | €176   |
| RTÉ 2FM          | €129   | €72   | €141   |
| RTÉ Lyric FM     | €70  | €39   | €76  |
|                  | <b>January - June<br/>pricing applies</b><br>01/01/2020 - 28/06/2020 | <b>July - August<br/>pricing applies</b><br>29/06/2020 - 30/08/2020 | <b>September - December<br/>pricing applies</b><br>31/08/2020 - 27/12/2020 |

- 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 2020

## Radio Promotions

RTÉ Media Sales

# 2020

### RTÉ 2FM Promotions

| Show                                   | Timing                | Mentions         | Pre-Recorded Promos | Prize Value Required | Media Fee |
|--|-----------------------|------------------|---------------------|----------------------|-----------|
| 2FM Breakfast with Doireann and Eoghan | Mon-Fri 06.00-09.00   | 3 per show       | 12 x 30"            | €5,000               | €7,000    |
| Jennifer Zamparelli on 2FM             | Mon-Fri 09.00-12.00   | 3 per show       | 12 x 30"            | €5,000               | €6,000    |
| Tracy Clifford                         | Mon-Fri 12.00-15.00   | 3 per show       | 12 x 30"            | €5,000               | €5,000    |
| Jenny Greene on 2FM                    | Mon-Fri 15.00-18.00   | 3 per show       | 12 x 30"            | €5,000               | €5,000    |
| Game On                                | Mon-Fri 18.00-20.00   | 2 per show       | 12 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   |
| Weekend Takeover                       | Sat-Sun 07.00 - 18.00 | 5 per day        | 10 x 30"            | €3,000               | €3,000    |
| Social Media Add-On                    |                       | 4 posts per week | N/A                 | €1,000               | €2,000    |

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

Rates 2020

## Radio Promotions

RTÉ Media Sales

# 2020

### RTÉ Radio 1 Promotions

| Show                   | Timing      | Mentions   | Prize Value Required | Media Fee |
|------------------------|-------------|------------|----------------------|-----------|
| Risin' Time            | 05.30-07.00 | 3 per show | €1,500               | €1,500    |
| 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    |
| The Business           | 10.00-11.00 | 2 per show | €1,000               | €1,000    |

### 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 Carrol'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    |

Rates 2020

## RTÉ 2FM Outside Broadcasts

RTÉ Media Sales

# 2020

| Show                                   | Time                | Live Mentions                   | Pre-Recorded Promos | Media Fee |
|--|---------------------|---------------------------------|---------------------|-----------|
| 2FM Breakfast with Doireann and Eoghan | Mon-Fri 06.00-09.00 | 4 per hour during the live show | 18 X 30"            | €6,000    |
| Jennifer Zamparelli on 2FM             | Mon-Fri 09.00-12.00 | 4 per hour during the live show | 18 X 30"            | €7,000    |
| Tracy Clifford                         | Mon-Fri 12.00-15.00 | 4 per hour during the live show | 18 X 30"            | €6,000    |
| Jenny Greene on 2FM                    | Mon-Fri 15.00-18.00 | 4 per hour during the live show | 18 X 30"            | €6,000    |
| Chris & Ciara                          | Sat-Sun 11.00-13.00 | 4 per hour during the live show | 18 X 30"            | €6,000    |
| Stephen Byrne                          | Sat-Sun 13.00-16.00 | 4 per hour during the live show | 18 X 30"            | €6,000    |
| Keith Walsh                            | Sat-Sun 16.00-18.00 | 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

# Rates 2020

## RTÉ Guide Rates

### RTÉ Media Sales

# 2020

| Formats                            | Media Fee      |
|------------------------------------|----------------|
| Full Page Colour                   | *€7,450        |
| Half Page Colour                   | €4,150         |
| Third Page Colour                  | €3,400         |
| Quarter Page Colour                | €2,500         |
| Outside Back Cover                 | €9,400         |
| Inside Front Cover                 | €8,100         |
| Inside Back Cover                  | €4,800         |
| Double Page Spread                 | €14,600        |
| 1st Double Page Spread (pages 2/3) | €16,300        |
| Stitched-in Inserts                | €68 (per 1000) |
| Loose Inserts                      | €58 (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



- **Optional Upgrade Offer available for Full Page Colour Adverts only as follows:**
- Bundle consisting of FPC in the Guide and 250,000 Page Impressions (MPU & Billboard) delivered across RTE.ie
- Cost is €700 add on to FPC pricing

Rates 2020  
**Taste Ireland**  
RTÉ Media Sales

2020



**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 2020  
**Today Show, RTÉ One**  
 RTÉ Media Sales

2020

| 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       |
| Giftng                   | €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:**

Rachael Kellegher : PPS Executive | [rachael.kellegher@rte.ie](mailto:rachael.kellegher@rte.ie)  
 01208 3976

\*RTE Commercial T&C's apply

Rates 2020

## Advance Booking Deadlines

RTÉ Media Sales

# 2020

| Month     | AV              |                 | Radio           |
|-----------|-----------------|-----------------|-----------------|
|           | 8 Week Early AB | 6 Week Early AB | 4 Week Early AB |
| January   | 12th Nov        | 26th Nov        | 2nd Dec         |
| February  | 6th Dec         | 3rd Jan         | 3rd Jan         |
| March     | -               | 20th Jan        | 3rd Feb         |
| April     | -               | 19th Feb        | 2nd March       |
| May       | -               | 20th Mar        | 1st April       |
| June      | -               | 20th Apr        | 1st May         |
| July      | -               | 20th May        | 2nd June        |
| August    | -               | 19th June       | 1st July        |
| September | -               | 21st July       | 31st July       |
| October   | 6th Aug         | 20th Aug        | 1st Sept        |
| November  | 7th Sept        | 21st Sept       | 1st Oct         |
| December  | 6th Oct         | 20th Oct        | 2nd 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 AB's will not be available for Cars in January & February and for Supermarkets, Cars, Cable, Satellite & Telecommunications from October - December
- 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

### RTÉ Media Sales

## 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

See further Terms & Conditions at: <https://mediasales.rte.ie/planning/tcs-policies/>

## Terms & Conditions

### RTÉ Media Sales

## 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

RTÉ Media Sales

### 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 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](mailto: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](mailto:adsonline@rte.ie) for approval

# 2020

## Terms & Conditions

RTÉ Media Sales

## Copy Clearance, Copy Instructions and Copy Delivery

### 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](mailto:tvtraffic@rte.ie)
- Radio copy instructions should be sent to [radiotraffic@rte.ie](mailto:radiotraffic@rte.ie)
- Digital copy instructions should be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie)
- Digital creative notes can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative/>

# 2020

## Terms & Conditions

RTÉ Media Sales

### Copy Clearance, Copy Instructions and Copy Delivery

#### Copy Delivery

- All 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- Adstream/IMD (Peach) or Honeycomb.
- Radio copy can 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://mediasales.rte.ie/planning/digital/deadlines-creative-notes/>
- Digital copy specs can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative/>

## Terms & Conditions

### RTÉ Media Sales

#### Acceptance of Advertising RTÉ

- All advertisements shall be subject to the approval by RTÉ 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).
- RTÉ 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 RTÉ so declines to publish.

#### Acceptance of RTÉ Terms & Conditions

The placing of a booking with RTÉ by an Agency or Advertiser shall be deemed acceptance by it of these terms and conditions.



**RATE CARD**  
2020

RTÉ Media Sales