



UEFA
EURO2024
GERMANY



**RTÉ is delighted to share our
UEFA EURO 2024 Airtime
offering with packages available
across RTÉ TV and Digital.**

Continue scrolling for more full details.

Bookings are open to official UEFA
EURO 2024 sponsors from **Thursday
29th February for 30 days.**

All **other advertisers** can book from
Tuesday, 2nd April 2024.



AIRTIME PACKAGE

The 17th edition of the UEFA European Championship takes place this summer, from 14 June to 14 July 2024, with three-time winners Germany hosting.

The UEFA EURO is the second-most watched football tournament in the world after the FIFA World Cup with a huge global audience, promising electrifying football from some of the world's top players. The opening match will be held at Munich Football Arena on Friday 14 June, with Germany taking on Scotland.

TV - 30 SEC SPOT PRICES

LIVE GAMES

PACKAGE PRICES

GENERAL MARKET	WHISTLE BREAK	HALF TIME	IN/OUT MATCH	STUDIO/EB PROGRAMME
TIER 1 (14 spots)	€170,000	€122,000	€88,500	€52,500
TIER 2 (20 spots)	€142,000	€102,000	€58,750	€44,000
TIER 3 (11 spots)	€42,000	€30,000	€17,000	€12,000
TOTAL	€335,000	€240,000	€155,000	€105,000

INDIVIDUAL SPOTS

GENERAL MARKET	HALF TIME	IN/OUT MATCH	STUDIO/EB PROGRAMME
FINAL	€20,000	€16,000	€7,000
SEMI FINAL	€13,000	€10,400	€6,500
QUARTER FINAL	€12,000	€9,600	€6,000
TIER 1 (ex QF onwards)	€12,000	€9,450	€5,600
TIER 2	€7,600	€4,400	€3,250
TIER 3	€4,050	€2,350	€1,650



TERMS & CONDITIONS TV

- *5% discount available to event sponsors
- PIB available at an additional 30%
- Break selection, where available, +20%
- Bookings accepted on Caria only
- Full Package bookings will take priority over individual Tier bookings until 12th April, after which time all other packages, including bespoke and individual spot buys will be accepted where airtime is available
- If advertisers wish to ensure their bookings in highly demanded categories, a Caria booking must be received by 12th April, RTÉ will confirm advertiser break allocation by 17th April
- Due to likely oversubscriptions and limited availability for the bookmaker's category we are issuing an earlier deadline for this category to better manage allocations. The deadline for this category will be April 5th 2024. RTÉ will confirm allocations by 10th April.
- Costs are fixed and non-reconcilable
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable
- Whistle to whistle breaks on TV are not available to the Bookmaker Category
- TV rates based on 30 sec



DIGITAL

RTÉ PLAYER VIDEO PACKAGE

PACKAGE 1

IMPRESSIONS	3,000,000
CPM	€25
COST	€75,000
NOTES	Only available when purchasing a TV package and in advance of published package deadline

PACKAGE 2

IMPRESSIONS	2,250,000
CPM	€27
COST	€60,750
NOTES	Only available when purchasing a TV package and in advance of published package deadline

PACKAGE 3

IMPRESSIONS	1,500,000
CPM	€40
COST	€60,000
NOTES	Available post package deadline - register interest in advance for allocation

PACKAGE 4

IMPRESSIONS	2,000,000
CPM	€38
COST	€75,000
NOTES	Available post package deadline - register interest in advance for allocation

PACKAGE 5

IMPRESSIONS	500,000-1,249,000
CPM	€45
NOTES	Impressions delivered guaranteed, campaign will end once impressions target has been reached



TERMS AND CONDITIONS FOR PLAYER PACKAGES

- *5% discount available to event sponsors
- Packages 1, 2 - limited availability - must be approved in conjunction with a TV package and by required deadline in order to qualify
- Packages 1 to 4 - impressions are guaranteed - if impressions delivered in full prior to end of tournament then additional impressions will be FOC with a presence guaranteed across all games (weightings may vary by game)
- Bespoke packages - impressions guarantee only
- Prices are based on 0-30 seconds
- Player Packages will not be available to the Bookmaker Category
- Min investment for Packages €22,500
- Match selectivity €60 CPM - min spend €22.5k across min 3 games
- Full package bookings will take priority over bespoke packages
- Limited PIB available on request at an additional premium of 30%
- Once bookings are confirmed by RTÉ they are non-cancellable and non-transferable
- Deadline for expressions of interest for Player packages is Fri 12th April



TIER 1 (14 X GAMES)

DENMARK v ENGLAND

Thu, 20 June - 17.00
Frankfurt

MATCH 40 1C v 3D/E/F

Sun, 30 June - 17.00
Gelsenkirchen

MATCH 48 QF4 W40 v W38

Sat, 5 July - 17.00
Düsseldorf

NETHERLANDS v FRANCE

Fri, 21 June - 20.00
Leipzig

ENGLAND v SLOVENIA

Tue, 25 June - 20.00
Cologne

MATCH 45 QF1 W39 v W37

Fri, 5 July - 17.00
Stuttgart

MATCH 49 SF1 W45 v W46

Tue, 9 July - 20.00
Munich

SERBIA v ENGLAND

Sun, 16 June - 20.00
Gelsenkirchen

GERMANY v SCOTLAND

Fri, 14 June - 20.00
Munich

MATCH 46 QF2 W41 v W42

Fri, 5 July - 20.00
Hamburg

MATCH 50 SF2 W47 v W48

Wed, 10 July - 20.00
Dortmund

SPAIN v ITALY

Thu, 20 June - 20.00
Gelsenkirchen

OPENING GAME

MATCH 47 QF3 W43 v W44

Sat, 6 July - 20.00
Berlin

MATCH 51 FINAL W49 v W50

Sun, 14 July - 20.00
Berlin

TIER 2 (20 X GAMES)

MATCH 37 1A v 2C

Sat, 29 June - 20.00
Dortmund

MATCH 43 1E v 3 A/B/C/D

Tue, 2 July 17.00
Munich

CROATIA v ITALY

Mon, 24 June 20.00
Leipzig

SCOTLAND v HUNGARY (TBC)

Sun, 23 June 20.00
Stuttgart

MATCH 38 2A v 2B

Sat, 29 June - 17.00
Berlin

MATCH 44 1D v 2F

Tue, 2 July 20.00
Leipzig

FRANCE v PLAY OFF WINNER A

Tue, 25 June 17.00
Dortmund

SCOTLAND v SWITZERLAND

Wed, 19 June 20.00
Cologne

MATCH 39 1B v 3A/D/E/F

Sun, 30 June - 20.00
Cologne

AUSTRIA v FRANCE

Mon, 17 June 20.00
Düsseldorf

GERMANY v HUNGARY

Wed, 19 June 17.00
Stuttgart

SLOVENIA v DENMARK

Sun, 16 June 17.00
Stuttgart

MATCH 41 1F v 3A/B/C

Mon, 1 July - 20.00
Cologne

BELGIUM v ROMANIA

Sat, 22 June 20.00
Cologne

PLAY OFF WINNER A v

NETHERLANDS
Sun, 16 June 14.00
Hamburg

SPAIN v CROATIA

Sat, 15 June 17.00
Berlin

MATCH 42 2D v 2E

Mon, 1 July 17.00
Gelsenkirchen

BELGIUM v SLOVAKIA

Mon, 17 June 17.00
Frankfurt

PORTUGAL v CZECHIA

Tue, 18 June 20.00
Leipzig

TÜRKIYE v PORTUGAL

Sat, 22 June 17.00
Dortmund

TIER 3 (11 X GAMES)

CROATIA v ALBANIA

Wed, 19 June 14.00
Hamburg

PLAY OFF WINNER B v BELGIUM

Wed, 26 June 17.00
Stuttgart

SLOVAKIA v WINNER PLAYOFF B

Fri, 21 June 14.00
Düsseldorf

HUNGARY v SWITZERLAND

Sat, 15 June 14.00
Cologne

PLAY OFF WINNER C v PORTUGAL

Wed, 26 June 20.00
Gelsenkirchen

SLOVENIA v SERBIA

Thu, 20 June 14.00
Munich

ITALY v ALBANIA

Sat, 15 June 20.00
Dortmund

ROMANIA v PLAY OFF WINNER B

Mon, 17 June 14.00
Munich

TÜRKIYE v PLAY OFF WINNER C

Tue, 18 June 17.00
Dortmund

WINNER PLAY OFF A v AUSTRIA

Fri, 21 June 17.00
Berlin

WINNER PLAY OFF C v CZECHIA

Sat, 22 June 14.00
Hamburg

*Simulcast games TBC so published games may vary slightly