



# EUROPEAN QUALIFIERS

**MARKET OFFER**

**2024 will see the 17th edition of the UEFA European Championship, with Germany hosting the tournament. In their bid to qualify for the Championship, The Republic of Ireland are set to play the Netherlands, France, Greece and Gibraltar in Group B.**

While Ireland is placed in a difficult group, Stephen Kenny's squad has proven capable of getting results against tough opposition in the past. RTÉ will follow the Irish team as they face up to the challenge from March to November this year, broadcasting all matches both Home and Away. In addition, RTÉ will also broadcast 2 friendly international matches in 2023.

## FIXTURES UEFA EURO 2024 QUALIFYING

22/03 REPUBLIC OF IRELAND V LATVIA (FRIENDLY)	10/09 REPUBLIC OF IRELAND V NETHERLANDS
27/03 REPUBLIC OF IRELAND V FRANCE	13/10 REPUBLIC OF IRELAND V GREECE
16/06 GREECE V REPUBLIC OF IRELAND	16/10 GIBRALTAR V REPUBLIC OF IRELAND
19/06 REPUBLIC OF IRELAND V GIBRALTAR	18/11 NETHERLANDS V REPUBLIC OF IRELAND
07/09 FRANCE V REPUBLIC OF IRELAND	21/11 FRIENDLY TBC

## TV Airtime OFFER:

### 10 SPOT PACKAGE

half-time/in/out match  
**€70,000**

studio  
**€28,000**

in/out programme  
**€21,000**

## RTÉ PLAYER OFFER:

**300,000 IMPRESSIONS**

**€15,000**

## AV T'S & C'S

- If advertisers wish to ensure their package/bookings - for TV, a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digitalbookings@rte.ie by 12 noon, Tuesday 28th February
- If advertisers wish to ensure their packages/bookings in highly demanded categories, a Caria booking must be received by RTÉ & for Digital a booking must be received via email to digitalbookings@rte.ie by 12 noon, Monday 27th February; RTÉ will confirm advertiser break allocation for highly demanded categories by 5pm, Monday 27th February
- Full Packages will be given priority over individual spot requests.
- Half-time/in & out of match tv offer will involve equal rotation of half-time and in/out match breaks
- Whistle to whistle breaks and VOD packages will not be available to the Bookmaker Category
- PIB will incur an additional cost of 30% and the Caria must include PIB request
- Break selectivity will incur an additional cost of 20%
- Costs are fixed and non-reconcilable
- Limited availability of Digital Packages
- Digital Packages include live and VOD
- RTÉ Player costs based on 0-30 seconds
- TV costs based on 30 seconds
- Once a booking has been confirmed, 100% cancellation fee will apply to any cancellations

RTÉ Media Sales



#RTÉMediaSales



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