



FIFA WORLD CUP
Qatar 2022



WORLD CUP 2022 QUALIFIERS

Stephen Kenny's men were disappointed to miss out on qualification for the Euros but a bigger prize lies ahead, participation in the world's biggest football tournament, the World Cup.

The World Cup qualifiers kick off in March with games against Serbia and Luxembourg, as well as a friendly against the hosts Qatar.

RTÉ Media Sales



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THE OFFER

REPUBLIC OF IRELAND Qualifiers 2021 (incl. friendlies v Qatar)

Wed 24 Mar Qualifier - **Serbia v Rep. of Ireland**

Sat 27 Mar Qualifier - **Rep. of Ireland v Luxembourg**

Tue 30 Mar Friendly - **Rep. of Ireland v Qatar**

Wed 1 Sept Qualifier - **Portugal v Rep. of Ireland**

Sat 4 Sept Qualifier - **Rep. of Ireland v Azerbaijan**

Tue 7 Sept Qualifier - **Rep. of Ireland v Serbia**

Sat 9 Oct Qualifier - **Azerbaijan v Rep. of Ireland**

Tue 12 Oct Friendly - **Qatar v Rep. of Ireland**

Thur 11 Nov Qualifier - **Rep. of Ireland v Portugal**

Sun 14 Nov Qualifier - **Luxembourg v Rep. of Ireland**

TV SPOT PACKAGE

1 x 30" Half-time break in all 10 matches - **€150,000**

RTÉ PLAYER PACKAGE

400,000 impressions

CPM - €50.00

Cost - €20,000

INDIVIDUAL MATCH COSTS

Wed 24 Mar Qualifier - Serbia v Rep. of Ireland	€13,000
Sat 27 Mar Qualifier - Rep. of Ireland v Luxembourg	€9,100
Tue 30 Mar Friendly - Rep. of Ireland v Qatar	€5,200
Wed 1 Sept Qualifier - Portugal v Rep. of Ireland	€25,400
Sat 4 Sept Qualifier - Rep. of Ireland v Azerbaijan	€16,200
Tue 7 Sept Qualifier - Rep. of Ireland v Serbia	€25,400
Sat 9 Oct Qualifier - Azerbaijan v Rep. of Ireland	€14,500
Tue 12 Oct Friendly - Qatar v Rep. of Ireland	€8,300
Thur 11 Nov Qualifier - Rep. of Ireland v Portugal	€29,100
Sun 14 Nov Qualifier - Luxembourg v Rep. of Ireland	€29,100

Terms and Conditions

- Bookings received by 5pm on 26th February will still qualify for AB discounts (TV only);
- With regard to clashing categories, RTÉ will do an allocation after the deadline of 5pm on the 26th February has passed
- Priority will be given to advertisers buying full packages
- PIB will incur an additional cost of 25% and the Caria must include the PIB request;
- Relevant run of day contracted discount will be applied and spend will contribute towards GED as per trading policy;
- Costs are fixed and non-reconcilable;
- Spot Buys will be excluded from quality reconciliations;
- Digital packages will aim to deliver 400k impressions across 10 matches
- Limited availability of Player Packages;

For more information contact:



Laura Lester



01 208 2562



laura.lester@rte.ie

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