

National Rate Card 2012

www.rte.ie/mediasales

www.rte.ie/radio/advertising

RTÉ media sales

radio

RTÉ Radio New Demographic Packages

All costs based on 30"

ABC1 Package - ABC

€17,095

21 spots

RTÉ Radio 1

- 2 spots 07.00-09.00 Mon-Fri *Morning Ireland*
- 2 spots 09.00-12.55 Mon-Fri *John Murray, Pat Kenny, Ronan Collins*
- 2 spots 12.55-15.00 Mon-Fri *News at One, Liveline*
- 3 spots 16.30-19.00 Mon-Fri *Drivetime*
- 4 spots 08.00-14.00 Sat/Sun *Playback, Marian Finucane, The Business, etc*

RTÉ 2fm

- 1 spot 09.00-11.00 Mon-Fri *Tubridy*
- 1 spot 11.00-13.00 Mon-Fri *Colm Hayes*
- 1 spot 10.00-12.00 Sat/Sun *Weekend Morning*

RTÉ lyric fm

- 1 spot 07.00-10.00 Mon-Fri *Marty in the Morning*
- 2 spots 10.00-14.00 Mon-Fri *Niall Carroll's Classical Daytime*
- 2 spots 16.00-19.00 Mon-Fri *Liz Nolan's Classic Drive*

Housekeeper with Package – HKW

€14,345

18 spots

RTÉ Radio 1

- 1 spot pre 07.00 Mon-Fri *Risin' Time*
- 1 spot 07.00-09.00 Mon-Fri *Morning Ireland*
- 3 spots 09.00-12.55 Mon-Fri *John Murray, Pat Kenny, Ronan Collins*
- 2 spots 12.55-15.00 Mon-Fri *News at One, Liveline*
- 5 spots 08.00-14.00 Sat/Sun *Playback, Marian Finucane, The Business, etc.*

RTÉ 2fm

- 1 spot 09.00-11.00 Mon-Fri *Tubridy*
- 1 spot 11.00-13.00 Mon-Fri *Colm Hayes*
- 1 spot 10.00-12.00 Sat/Sun *Weekend Morning*

RTÉ lyric fm

- 1 spot 14.00-16.00 Mon-Fri *The John Kelly Ensemble*
- 1 spot 16.00-19.00 Mon-Fri *Liz Nolan's Classic Drive*
- 1 spot 14.00-16.00 Sun *Sunday with Gay Byrne*

Housekeeper Package - HK

€14,395

16 spots

RTÉ Radio 1

- 1 spot 07.00-09.00 Mon-Fri *Morning Ireland*
- 3 spots 09.00-12.55 Mon-Fri *John Murray, Pat Kenny, Ronan Collins*
- 2 spots 12.55-15.00 Mon-Fri *News at One, Liveline*
- 1 spot 15.00-16.30 Mon-Fri *Mooney*
- 7 spots 08.00-14.00 Sat/Sun *Playback, Marian Finucane, The Business, etc.*

RTÉ 2fm

- 1 spot 09.00-11.00 Mon-Fri *Tubridy*

RTÉ lyric fm

- 1 spot 14.00-16.00 Mon-Fri *The John Kelly Ensemble*

20-44's Package – 204

€12,805

14 spots

RTÉ Radio 1

- 1 spot 07.00-09.00 Mon-Fri *Morning Ireland*
- 3 spots 09.00-12.55 Mon-Fri *John Murray, Pat Kenny, Ronan Collins*
- 2 spots 12.55-15.00 Mon-Fri *News at One, Liveline*
- 1 spot 15.00-16.30 Mon-Fri *Mooney*
- 1 spot 16.30-19.00 Mon-Fri *Drivetime*

RTÉ 2fm

- 1 spot 07.00-09.00 Mon-Fri *Breakfast with Hector*
- 1 spot 09.00-11.00 Mon-Fri *Tubridy*
- 1 spot 13.00-14.00 Mon-Fri *Larry Gogan*
- 1 spot 14.00-16.30 Mon-Fri *Rick in the Afternoon*
- 1 spot 16.30-19.00 Mon-Fri *More Music Drive with Will Leahy*

RTÉ lyric fm

- 1 spot 10.00-14.00 Mon-Fri *Niall Carroll's Classical Daytime*

RTÉ Radio 1 Packages

All costs based on 30"

New Essential Premier Package – PR1 €8,350

17 spots

3 spots pre 07.00	<i>Risin' Time</i>
2 spots 07.00-09.00	<i>Morning Ireland</i>
2 spots 09.00-12.55	<i>John Murray, Pat Kenny, Ronan Collins</i>
1 spot 12.55-15.00	<i>News at One, Liveline</i>
2 spots 15.00-16.30	<i>Mooney</i>
1 spot 16.30-19.00	<i>Drivetime</i>
2 spots 19.30-00.30	<i>Arena, John Creedon, The Late Debate, etc</i>
4 spots 08.00-19.00 Sat/Sun	<i>Weekend Prime</i>

Rate Card Cost Before Saving = €13,345
Saving = 37%

New Executive Partner – B1 €9,100

20 spots

RTÉ Radio 1

3 spots 07.00-09.00	<i>Morning Ireland</i>
1 spot 09.00-12.55	<i>John Murray, Pat Kenny, Ronan Collins</i>
2 spots 12.55-13.45	<i>News at One</i>
3 spots 16.30-19.00	<i>Drivetime</i>
3 spots 08.00-14.00	<i>Weekend Prime</i>

RTÉ lyric fm

3 spots 07.00-10.00	<i>Marty in the Morning</i>
2 spots 10.00-14.00	<i>Niall Carroll's Classical Daytime</i>
3 spots 16.00-19.00	<i>Liz Nolan's Classic Drive</i>

Rate Card Cost Before Saving = €16,070
Saving = 43%

New Primetime Weekday Package – WD1 (Mon-Fri) €7,150

12 spots

3 spots 09.00-12.55	<i>John Murray, Pat Kenny, Ronan Collins</i>
3 spots 12.55-15.00	<i>News at One, Liveline</i>
3 spots 15.00-16.30	<i>Mooney</i>
3 spots 16.30-19.00	<i>Drivetime</i>

Rate Card Cost Before Saving = €11,235
Saving = 36%

New Lite Premier – MP1 €5,650 (D)

9 spots

1 spot pre 07.00	<i>Risin' Time</i>
1 spot 07.00-09.00	<i>Morning Ireland</i>
1 spot 09.00-12.55	<i>John Murray, Pat Kenny, Ronan Collins</i>
2 spots 12.55-15.00	<i>News at One, Liveline</i>
1 spot 16.30-19.00	<i>Drivetime</i>
1 spot post 19.30	<i>Arena, John Creedon, The Late Debate, etc.</i>
1 spot 08.00-14.00 Sat/Sun	<i>Weekend Prime</i>
1 spot 14.00-18.00 Sat/Sun	<i>Sport</i>

Rate Card Cost Before Saving = €7,915
Saving = 29%

RTÉ 2fm Packages

All costs based on 30"

New Total Audience Package – TA2

€7,400 (D)

28 spots

20 spots 07.00-19.00

6 spots 19.00-24.00

2 spots 06.00-07.00

(71% of spots are Primetime)

Includes: *Breakfast with Hector, Tubridy, Colm Hayes, Larry Gogan's Golden Hour, Rick in the Afternoon, 2fm Weekend*

Rate Card Cost Before Saving = €14,430

Saving = 49%

New Primetime Package - PT2

€6,500

15 spots

15 spots 07.00-19.00

Includes: *Breakfast with Hector, Tubridy, Colm Hayes, Larry Gogan's Golden Hour, Rick in the Afternoon, More Music Drive with Will Leahy, Weekend Prime*

Rate Card Cost Before Saving = €9,450

Saving = 31%

New Mini Total Audience – MT2

€4,450

14 spots

9 spots 07.00-19.00

5 spots 19.00-24.00

(64% of spots are Primetime)

Includes: *Breakfast with Hector, Tubridy, Colm Hayes, Larry Gogan's Golden Hour, Rick in the Afternoon, 2fm Weekend*

Rate Card Cost Before Saving = €6,300

Saving = 29%

New Mini Primetime – MP2

€3,650

8 spots

8 spots 07.00-19.00

Includes: *Breakfast with Hector, Tubridy, Colm Hayes, Larry Gogan's Golden Hour, Rick in the Afternoon, More Music Drive with Will Leahy, Weekend Prime*

Rate Card Cost Before Saving = €4,950

Saving = 26%

RTÉ lyric fm Packages

All costs based on 30"

New Primetime Package – PT3

€2,250

21 spots

21 spots 07.00-19.00

Includes: *Marty Whelan, Niall Carroll, John Kelly, Liz Nolan*

Rate Card Cost Before Saving = €4,200

Saving = 46%

New Total Audience Package – TA3

€2,600 (D)

30 spots

21 spots Primetime 07.00-19.00

9 spots Night-time 19.00-24.00

Includes: *Marty Whelan, Niall Carroll, John Kelly, Liz Nolan, George Hamilton, Aedín Gormley, Lorcan Murray*

Rate Card Cost Before Saving = €4,830

Saving = 46%

New Culture Package – CUL1

€2,900

25 spots

RTÉ Radio 1

4 spots Mon-Fri 19.30-20.30

Arena

4 spots Mon-Fri 20.30-22.00

John Creedon

1 spot Sat 21.00-22.50

Céilí House, Fáilte Isteach

1 spot Sun 19.00-20.00

Documentary on One

RTÉ 2fm

4 spots 19.00-21.00 Mon-Fri

Dave Fanning, Jenny Green

1 spot 14.00-16.00 Sat

Weekend Afternoon

RTÉ lyric fm

1 spot 07.00-10.00 Mon-Fri

Marty in the Morning

1 spot 10.00-14.00 Mon-Fri

Niall Carroll's Classical Daytime

2 spots 14.00-16.00 Mon-Fri

The John Kelly Ensemble

1 spot 16.00-19.00 Mon-Fri

Liz Nolan's Classic Drive

1 spot 19.00-20.00 Tue

Reels to Ragas

1 spot 19.00-20.00 Thur

Grace Notes

1 spot 14.00-16.00 Sat

Movies & Musicals

2 spots 14.00-19.00 Sun

Sunday with Gay Byrne,

Lorcan Murray's Classic Drive

Rate Card Cost Before Saving = €5,203

Saving of 44%

Also available in 15 spot or 20 spot package

Urban Access All Areas – UA1

€7,750

15 spots

RTÉ Radio 1

1 spot 07.00-09.00	<i>Morning Ireland</i>
1 spot 12.55-13.45	<i>News at One</i>
1 spot 16.30-19.00	<i>Drivetime</i>
1 spot 11.00-13.00	<i>Marian Finucane Sat</i>
1 spot 11.00-13.00	<i>Marian Finucane Sun</i>

RTÉ 2fm

2 spots 07.00-09.00	<i>Breakfast with Hector</i>
1 spot 09.00-11.00	<i>Tubridy</i>
1 spot 16.30-19.00	<i>More Music Drive with Will Leahy</i>
1 spot 12.00-14.00	<i>2fm Weekend</i>

RTÉ lyric fm

2 spots 07.00-10.00	<i>Marty in the Morning</i>
3 spots 16.00-19.00	<i>Liz Nolan's Classic Drive</i>

Rate Card Cost Before Saving = €10,120

Saving = 23%

Additional Offers

4 spots for the price of 3

Buy 3 same segment individual spots within one week and receive a 4th spot for free (same segment – same week)

New Business, Trial, Lapsed Advertiser Incentive

NEW business and / or lapsed advertisers can avail of a €1,000 (30") saving off the Rate Card Cost of each of any two packages.

Other lengths please pro rata

Notes:

- New Business - does not include new products, releases / variants.
- Lapsed advertisers - have not advertised on any RTÉ Radio channel in the last 2yrs (24 consecutive months).
- This incentive is on a once off basis.
- The customer can purchase a maximum of 2 packages within 4 consecutive weeks and avail of savings off both packages.
- Once the 'trial' period is finished standard rates will then apply.
- It is not necessary to book two packages to avail of the incentive.
- Based on 30". Other lengths please pro rata.

Charity Rate €150 per spot. Max length 20 seconds, max 6 spots per channel per week.

Irish Language Ads/Supporting the Arts/please see details on the web or contact the sales team

Further current Sales offers can be found by logging on to www.rte.ie/radio/advertising

ALL OFFERS, INDIVIDUAL SPOTS & PACKAGES SUBJECT TO AVAILABILITY

RTÉ Radio Sales Individual & Fixed Spots

All costs based on 30"

RTÉ Radio 1 Weekday Spots

pre 07.00	A	<i>Risin' Time</i>	€400
07.00-09.00	B	<i>Morning Ireland</i>	€2,150
09.00-12.55	C	<i>John Murray, Pat Kenny, Ronan Collins</i>	€1,125
12.55-13.45	H	<i>News at One</i>	€1,125
13.45-15.00	J	<i>Liveline</i>	€1,125
15.00-16.30	M	<i>Mooney</i>	€700
16.30-19.00	P	<i>Drivetime</i>	€795
19.00-19.30	Q	<i>Sport @ 7</i>	€250
Post 19.30	R/S	<i>Arena, John Creedon, Late Debate etc</i>	€180

RTÉ Radio 1 Weekend Spots

06.00-08.00	D	<i>Weekend on One, News</i>	€280
08.00-14.00	F	<i>Playback, Marian Finucane, The Business etc</i>	€700
14.00-18.00	K	<i>Saturday & Sunday Sport</i>	€315
18.00-19.00	O	<i>Doc On One, History Show</i>	€200
Post 19.00	L	<i>Various</i>	€180

Fixed show in C, R, F time surcharge of 10% (including Marian Finucane)

10% surcharge for the 06.58 break (Mon-Fri)

Price Conversion from 30 second rate

Seconds:	5	10	15	20	30	40	50	60
% Radio:	45%	50%	70%	80%	100%	133%	170%	200%

RTÉ 2fm Weekday Spots

06.00-07.00	T2	€160	<i>Damien Farrelly</i>
07.00-09.00	B2	€700	<i>Breakfast with Hector</i>
09.00-11.00	C2	€800	<i>Tubridy</i>
11.00-19.00	H2	€550	<i>Colm Hayes, Larry Gogan, Rick O'Shea, Will Leahy</i>
19.00-24.00	R2	€160	<i>Dave Fanning, Jenny Huston, Dan Hegarty</i>
24.00-01.00	S2	€100	<i>2fm overnight</i>

RTÉ 2fm Weekend Spots

06.00-07.00	T2	€160	<i>2fm overnight</i>
07.00-19.00	N2	€550	<i>2fm Weekend Prime</i>
19.00-24.00	R2	€160	<i>2fm Weekend Evenings</i>
24.00-06.00	S2	€100	<i>2fm overnight</i>

RTÉ lyric fm Weekday/Weekend Spots

07.00-19.00	L	<i>Marty Whelan, Niall Carroll, John Kelly, Liz Nolan</i>	€200
19.00-24.00	R/S	<i>The Lyric Concert, The Blue of the Night, Nova etc</i>	€70

ALL STATIONS

Programmes are subject to seasonal changes. All shows/programme names correct at time of going to press.

Fixed in a preferred break at a surcharge of 10%.

Fixed position in a break at a premium of 10%.

Tops and Tails

A 20% fixing charge will be applied to all individual spots and packages where it is required that ads run Top & Tail. For running packages as Top & Tail two identical packages will be required to be purchased with a 20% fix on both.

RTÉ Radio Sales

Terms & Conditions

- Standard packages run Monday – Sunday unless specified.
- Non-Standard packages: A 5% surcharge for non-standard packages with time or date restrictions (e.g. Wed-Sun) will apply and must be pre-approved before booking with RTÉ Radio Sales. This is also subject to availability.
- Spots, packages and break durations may be subject to change by RTÉ Radio prior to transmission.
- In the case that specified spots within packages are not available at time of booking, a comparable alternative will be offered.
- RTÉ Radio Sales reserves the right to amend and/or remove spots and packages at any time.
- Package and Spot prices are quoted based on 30 seconds.

Rates

- (D) Dublin / 2 Counties. Discount of 32% applies only to packages marked with (D) on the rate card, with no reference to a website. Reference to a non-sales website i.e. non e-commerce will lead to a 15% discount being applied instead of 32% e.g. a directional website.
- Dublin/2 Counties rates are charged for advertisements addressed solely and for sale to the Dublin region, or advertisements reaching two or less counties e.g. Wicklow & Wexford.
- Products and services advertised at Dublin/2 Counties rate must not be available on a national level, or directed at a national audience.
- Dublin/2 Counties rates are subject to PRIOR script approval by RTÉ Radio Sales.

Copy

All copy must be submitted and cleared PRIOR to transmission to adclearance@rte.ie

All copy instructions/music details must be e-mailed, on the RTÉ Radio consignment note, by 12 midday, 1 working day PRIOR to transmission to radiotraffic@rte.ie

All audio must be received 1 working day PRIOR to transmission via email or ISDN.

(e) radio.commercial@rte.ie (WAV or MP3 format)

Production

Production facility offering radio commercials, productions, TV dubbing, ISDN, audio-books, on-hold messages.

RTÉ CEL Rate Card available on www.rte.ie/radio/advertising

Cancellations & Charges

Cancellations of a booking must be received in writing and acknowledged by RTÉ Radio Sales at least 6 working days before the scheduled transmission date. Packages and spots cancelled within 6 working days of transmission and without a replacement booking for the same time period and value will be invoiced at the full amount.

Payment Terms & VAT

- Invoices must be paid within 30 days.
- All rates are exclusive of VAT.
- New advertisers without a credit history with RTÉ Radio must pre-pay 2 weeks prior to advertisements going on-air.

Contact Details

Dublin Office
RTÉ Radio Sales and Marketing
RTÉ Radio Centre
Donnybrook
Dublin 4, Ireland
T: 00 353 1 208 2482
E: mediasales@rte.ie

Belfast Office
RTÉ Sales and Marketing
Floor 8
Centrepont
24 Ormeau Ave
Belfast BT2 8HS
T: 0044 2890 442938
E: brian.kinder@rte.ie

London Office
RTÉ Sales and Marketing
4 Millbank
Westminster
SW1P 3JA
T: 0044 207 915 5986
E: jacinta.kelly@rte.ie

RTÉ CEL Studios
Radio Centre,
Donnybrook,
Dublin 4, Ireland
T: 00 353 1 2083030
E: celstudios@rte.ie

www.rte.ie/radio/advertising

RTÉ Radio Ready Reckoner 2012

			10 secs	15 secs	20 secs	25 secs	30 secs	35 secs	40 secs	45 secs	50 secs	60 secs
			50%	70%	80%	90%	100%	117%	133%	150%	170%	200%
Cross Station Packages												
Urban Access All Areas	15	UA1	€3,875	€5,425	€6,200	€6,975	€7,750	€9,068	€10,308	€11,625	€13,175	€15,500
ABC	21	AB1	€8,548	€11,967	€13,676	€15,386	€17,095	€20,001	€22,736	€25,643	€29,062	€34,190
HK	16	HK	€7,198	€10,077	€11,516	€12,956	€14,395	€16,842	€19,145	€21,593	€24,472	€28,790
HK +	18	HKW	€7,173	€10,042	€11,476	€12,911	€14,345	€16,784	€19,079	€21,518	€24,387	€28,690
20-44	14	204	€6,403	€8,964	€10,244	€11,525	€12,805	€14,982	€17,031	€19,208	€21,769	€25,610
RTÉ Radio 1												
Essential Premier Package	17	PR1	€4,175	€5,845	€6,680	€7,515	€8,350	€9,770	€11,106	€12,525	€14,195	€16,700
Executive Partner - New	20	B1	€4,550	€6,370	€7,280	€8,190	€9,100	€10,647	€12,103	€13,650	€15,470	€18,200
Primetime Weekday Package	12	WD1	€3,575	€5,005	€5,720	€6,435	€7,150	€8,366	€9,510	€10,725	€12,155	€14,300
Lite Premier (D)	9	MP1	€2,825	€3,955	€4,520	€5,085	€5,650	€6,611	€7,515	€8,475	€9,605	€11,300
	9	D/2C	€1,921	€2,689	€3,074	€3,458	€3,842	€4,495	€5,110	€5,763	€6,531	€7,684
Individual Spots Mon-Fri												
Pre 07.00		A	€200	€280	€320	€360	€400	€468	€532	€600	€680	€800
07.00 - 09.00		B	€1,075	€1,505	€1,720	€1,935	€2,150	€2,516	€2,860	€3,225	€3,655	€4,300
09.00 - 12.55		C	€563	€788	€900	€1,013	€1,125	€1,316	€1,496	€1,688	€1,913	€2,250
12.55 - 13.45		H	€563	€788	€900	€1,013	€1,125	€1,316	€1,496	€1,688	€1,913	€2,250
13.45 - 15.00		J	€563	€788	€900	€1,013	€1,125	€1,316	€1,496	€1,688	€1,913	€2,250
15.00 - 16.30		M	€350	€490	€560	€630	€700	€819	€931	€1,050	€1,190	€1,400
16.30 - 19.00		P	€398	€557	€636	€716	€795	€930	€1,057	€1,193	€1,352	€1,590
19.00 - 19.30 - New		Q	€125	€175	€200	€225	€250	€293	€333	€375	€425	€500
Post 19.30		R/S	€90	€126	€144	€162	€180	€211	€239	€270	€306	€360
Individual Spots Sat-Sun												
06.00 - 08.00		D	€140	€196	€224	€252	€280	€328	€372	€420	€476	€560
08.00 - 14.00		F	€350	€490	€560	€630	€700	€819	€931	€1,050	€1,190	€1,400
14.00 - 18.00		K	€158	€221	€252	€284	€315	€369	€419	€473	€536	€630
18.00 - 19.00		O	€100	€140	€160	€180	€200	€234	€266	€300	€340	€400
Post 19.00		L	€90	€126	€144	€162	€180	€211	€239	€270	€306	€360
RTÉ 2fm												
Total Audience Package (D)	28	TA2	€3,700	€5,180	€5,920	€6,660	€7,400	€8,658	€9,842	€11,100	€12,580	€14,800
	28	D/2C	€2,516	€3,522	€4,026	€4,529	€5,032	€5,887	€6,693	€7,548	€8,554	€10,064
Primetime Package	15	PT2	€3,250	€4,550	€5,200	€5,850	€6,500	€7,605	€8,645	€9,750	€11,050	€13,000
Mini TAP Package	14	MT2	€2,225	€3,115	€3,560	€4,005	€4,450	€5,207	€5,919	€6,675	€7,565	€8,900
Mini PT Package	8	MP2	€1,825	€2,555	€2,920	€3,285	€3,650	€4,271	€4,855	€5,475	€6,205	€7,300
Individual Spots Mon-Fri												
06.00 - 07.00		T2	€80	€112	€128	€144	€160	€187	€213	€240	€272	€320
07.00 - 09.00		B2	€350	€490	€560	€630	€700	€819	€931	€1,050	€1,190	€1,400
09.00 - 11.00		C2	€400	€560	€640	€720	€800	€936	€1,064	€1,200	€1,360	€1,600
11.00 - 19.00		H2	€275	€385	€440	€495	€550	€644	€732	€825	€935	€1,100
19.00 - 24.00		R2	€80	€112	€128	€144	€160	€187	€213	€240	€272	€320
Individual Spots Sat-Sun												
06.00 - 07.00		T2	€80	€112	€128	€144	€160	€187	€213	€240	€272	€320
07.00 - 19.00		N2	€275	€385	€440	€495	€550	€644	€732	€825	€935	€1,100
19.00 - 24.00		R2	€80	€112	€128	€144	€160	€187	€213	€240	€272	€320
RTÉ lyric fm												
Primetime Package	21	PT3	€1,125	€1,575	€1,800	€2,025	€2,250	€2,633	€2,993	€3,375	€3,825	€4,500
Total Audience Package	30	TA3	€1,300	€1,820	€2,080	€2,340	€2,600	€3,042	€3,458	€3,900	€4,420	€5,200
	30	D/2C	€884	€1,238	€1,414	€1,591	€1,768	€2,069	€2,351	€2,652	€3,006	€3,536
Cultural Package (25 spot) - New	25	CUL1	€1,450	€2,030	€2,320	€2,610	€2,900	€3,393	€3,857	€4,350	€4,930	€5,800
Lyric Weekday/Weekend Spots												
07.00 - 19.00		L	€100	€140	€160	€180	€200	€234	€266	€300	€340	€400
19.00 - 24.00		R/S	€35	€49	€56	€63	€70	€82	€93	€105	€119	€140