

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%

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
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
ABC1	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	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		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 - New		K	€158	€221	€252	€284	€315	€369	€419	€473	€536	€630
18.00 - 19.00 - New		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 (D)	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
Culture Package (25 spot)	25	CUL1	€1,450	€2,030	€2,320	€2,610	€2,900	€3,393	€3,857	€4,350	€4,930	€5,800