

Rate Card 2026



Introduction

RTÉ enters 2026 following a strong year of audience and commercial performance across video, audio, and digital platforms. While digital continues to drive growth, RTÉ's linear channels remain essential, delivering unrivalled scale and reach that build successful brands. Flagship TV shows and a refreshed RTÉ Radio 1 schedule continue to attract Ireland's largest audiences, offering advertisers trusted environments and impact across all platforms.

Building on this momentum, RTÉ's commercial strategy prioritises innovation, audience intelligence, and cross-platform growth. Digital is central, with RTÉ Player expanding its content offering to drive deeper engagement. Investment in digital audio brings exclusive podcasts and curated experiences, enabling brands to connect with audiences in new ways.

Looking to 2026

January 1st, 2026, marks not only RTÉ's centenary but more widely 100 years of public media in the Republic of Ireland. This is more than the anniversary, it is the celebration of a century of cultural, political, and social evolution and the beginning of a new era. The rollout of sign-in across RTÉ platforms will unlock richer audience insights, enabling more personalised advertising and improved targeting. Strategic partnerships will thrive through brilliant programming and Ireland's biggest cultural and sporting moments, offering unmatched reach and emotional connection.



Gavin Deans
Commercial Director, RTÉ

Our Platforms

Video

Digital

Audio

Print



Video

RTÉ One

RTÉ 2

RTÉ Player



Digital

RTÉ.ie

RTÉ News App

RTÉ Radio Player App



Audio

RTÉ Radio 1

RTÉ 2FM

RTÉ lyric fm

RTÉ Raidió
na Gaeltachta

RTÉ Digital Audio



Print

RTÉ Guide

Christmas RTÉ Guide

Key Figures

Video

Digital

Audio

Print



Video

64% of adults 15+ are reached every week on average across RTÉ TV

630k adults 25-44 are reached on a weekly basis

17 out of the top 20 programmes broadcast so far this year for Adults 15+ have been on RTÉ

Source: Nielsen/TAM Ireland, Jan-Sep



Digital

Just under 125M streams have been recorded between Jan-Oct an increase of +7% compared to last year*

Half of all streams are served on TV sets*

Just under 2 billion page views have been recorded on RTE.ie and News App between Jan-Oct, an increase of +3% YoY

1.6m (38%) people use the RTÉ Player monthly**

Source: *Piano, Ireland only,
**TGI 2025r2



Audio

RTÉ Radio reaches just under 2M people every week*

RTÉ broadcasts 18 of the top 20 radio programmes in Ireland*

RTÉ Radio 1 has a weekly reach of 1.4m (31%), the only station in Ireland with a weekly reach over one million*

RTÉ Digital Audio reaches 1.8M unique users every month

Source: *JNLR 2025-3/**Triton Digital



Print

576k (13%) people read the RTÉ Guide regularly

1.5M (35%) read the Christmas edition of the RTÉ Guide

63% of weekly readers are main shoppers

Source: TGI 2025r2

Video



RTÉ

Video

Video

Digital

Audio

Print

Across the year and across our services, we're investing to deliver big dramas, major sporting tournaments, landmark factual programmes, laugh out loud comedy and standout entertainment events. We're here to serve audiences with a slate that has impact and breadth on TV, on RTÉ Player, online and on social.

Thank you for your support in helping to create shows that can entertain, educate and inform audiences right across Ireland.



Steve Carson
Director of Video, RTÉ

TV Fixed Prices

Video

Digital

Audio

Print

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Sept Cable, Satellite & Telcos Price	Oct	Oct Cable, Satellite & Telcos Price	Nov	Nov Supermarket, Cable, Satellite Cable, Satellite & Telcos Price	Dec	Dec Supermarket, Cable, Satellite Cable, Satellite & Telcos Price
Adults 15+	€8.44	€8.43	€8.05	€9.24	€11.26	€12.56	€8.62	€7.90	€15.39	€17.70	€14.49	€16.66	€15.96	€18.35	€12.31	€14.16
Adults 15-34	€96.85	€106.15	€100.50	€118.68	€136.67	€157.96	€99.03	€109.16	€200.97	€231.12	€203.61	€234.15	€179.87	€206.85	€147.75	€169.91
Adults 25-44	€59.40	€62.82	€65.23	€73.79	€85.85	€95.22	€61.16	€68.40	€119.41	€137.32	€125.01	€143.76	€123.91	€142.50	€101.34	€116.54
Adults ABC1	€24.77	€25.66	€25.92	€29.13	€33.96	€39.98	€26.19	€24.36	€44.91	€51.65	€45.90	€52.79	€46.77	€53.79	€35.97	€41.37
Men 15+	€25.78	€23.17	€20.33	€24.04	€29.90	€27.92	€19.49	€18.02	€43.58	€50.12	€37.29	€42.88	€47.20	€54.28	€29.48	€33.90
Men 15-34	€225.23	€234.59	€211.87	€238.77	€280.97	€309.04	€207.93	€286.88	€405.13	€465.90	€462.20	€531.53	€370.13	€425.65	€308.04	€354.25
Women 15+	€12.55	€13.26	€13.32	€15.01	€18.07	€22.82	€15.46	€14.06	€24.00	€27.60	€23.92	€27.51	€24.34	€27.99	€20.65	€23.75
Women 25-44	€106.14	€119.85	€118.62	€140.51	€171.21	€219.19	€125.02	€120.65	€211.39	€243.10	€216.11	€248.53	€223.01	€256.46	€182.39	€209.75
Women ABC1	€40.17	€42.59	€42.13	€50.07	€60.69	€76.24	€49.00	€45.45	€76.56	€88.04	€75.89	€87.27	€80.46	€92.53	€65.75	€75.61
Housekeepers	€11.61	€12.41	€12.45	€14.76	€16.61	€20.21	€13.63	€12.54	€22.09	€25.40	€21.02	€24.17	€23.10	€26.57	€19.48	€22.40
GSWK	€67.18	€71.70	€70.28	€82.22	€99.01	€109.14	€72.41	€76.34	€129.55	€148.98	€121.91	€140.20	€124.37	€143.03	€103.02	€118.47
HK with Kids	€99.48	€104.72	€110.73	€134.18	€153.50	€178.91	€113.44	€116.94	€216.38	€248.84	€206.34	€237.29	€230.17	€264.70	€178.64	€205.44
Children 4-14	€33.49	€40.23	€45.11	€56.19	€58.76	€63.37	€39.57	€39.51	€79.78		€90.63		€91.14		€50.85	
Adults 18-34	€112.44	€119.94	€113.37	€137.48	€152.73	€175.95	€112.68	€118.11	€221.99		€215.80		€213.84		€174.07	
Men 18-34	€269.37	€268.85	€233.06	€278.16	€308.74	€344.47	€234.14	€304.80	€443.00		€471.22		€473.99		€354.21	

Fixed Prices August-December 2026

1. Kids prices are for airtime bought in children's programming.
2. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec, and will not apply where category pricing is in place. CPTs for December split pricing will be published in advance of AB Deadlines.
3. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.
4. Limited availability for Women 25-44 and GSWK.
5. A1834 and M1834 available to zero-alcohol brands only.

Alcohol Fixed Prices

Video

Digital

Audio

Print

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Adults	€10.56	€10.54	€10.06	€11.55	€14.08	€15.70	€10.78	€9.88	€19.24	€18.11	€19.95	€15.39
Adults 25-44	€74.24	€78.53	€81.54	€92.23	€107.31	€119.03	€76.45	€85.50	€149.26	€156.26	€154.89	€126.68
Adults ABC1	€30.96	€32.07	€32.40	€36.41	€42.45	€49.97	€32.74	€30.45	€56.14	€57.38	€58.46	€44.96
Men	€32.22	€28.97	€25.41	€30.04	€37.37	€34.90	€24.37	€22.53	€54.48	€46.61	€59.00	€36.85
Adults 18-34	€140.55	€149.93	€141.71	€171.85	€190.91	€219.94	€140.85	€147.64	€277.49	€269.75	€267.30	€217.59
Men 18-34	€336.71	€336.06	€291.32	€347.70	€385.92	€430.59	€292.68	€381.00	€553.75	€589.03	€592.49	€442.76
GSWK	€83.97	€89.62	€87.85	€102.78	€123.76	€136.42	€90.51	€95.43	€161.94	€152.39	€155.46	€128.78
HK with Kids	€124.35	€130.90	€138.41	€167.72	€191.87	€223.64	€141.80	€146.18	€270.48	€257.93	€287.71	€223.30

Alcohol Fixed Prices August-December 2026

1. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec. CPT's for December split pricing will be published in advance of AB Deadlines.
2. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.

TV Daytime Fixed Pricing

Video

Digital

Audio

Print

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ads	€4.70	€4.70	€4.50	€5.20	€6.40	€7.10	€4.70	€3.80	€8.80	€8.30	€9.00	€6.80
HWCH	€47.00	€50.00	€53.00	€64.00	€73.00	€85.00	€52.00	€45.00	€90.00	€92.00	€101.00	€75.00

Terms and Conditions

1. Airtime will be slotted between 06:00 -17.59 across RTÉ One & RTÉ 2 and at RTÉ's discretion.
2. Revenue Spent against this offer will contribute towards GED as per Trading Policy.
3. This offer is subject to availability and can be withdrawn at very short notice.

Today Show RTÉ One

Video

Digital

Audio

Print

Content Category	Media Fee	Segment Length per programme
Beauty	€3,000 NET	8-10 mins
Medical (studio)	€3,000 NET	8-10 mins
Fashion	€2,000 NET	8-10 mins
Travel (studio)	€3,000 NET	8-10 mins
Gifting	€3,000 NET	8-10 mins
Cookery	€3,000 NET	8-10 mins
Outside Broadcast	€20,000 NET	5 hits (live on location)

Rates on Application:

Kitchen Sponsorship
 Friday Make-over
 Travel Trip
 Bespoke Creative

Contact:

Maria Landon
 PPS Executive
 maria.landon@rte.ie

Terms and Conditions

- RTÉ Commercial T&C's apply.
- Full Product Placement Policies can be found on our website at mediasales.rte.ie/planning/tcs-policies
- Please note these rates are valid up to September 2026 after which they may be subject to review..



Today Show Policies

Video

Digital

Audio

Print

TELEVISION BROADCAST SPONSORSHIP PAID PRODUCT PLACEMENT

General Terms and Conditions

These General Terms and Conditions apply to, and are part of, any Paid Product Placement booking.

1.1 Subject to payment to RTÉ of the Product Placement Fee when due and to the terms of this Agreement, RTÉ agrees that the Sponsor will receive the Product Placement during the Product Placement Period.

1.2 Time shall be of the essence with regard to the payment of the Product Placement Fee. RTÉ shall issue all invoices to the Sponsor (or if an Agent is involved, the Agent). All invoices shall be paid by the Sponsor (or if an Agent is involved, the Agent) to RTE or to any other billing and collection agent nominated by RTÉ from time to time and advised by RTÉ to the Agent. Payments shall be made to RTÉ in accordance with the payment schedule set out in clause 1 of this Agreement. In the event of the Sponsor (or if an Agent is involved, the Agent) failing to pay on time, RTÉ reserves the right to require all payments to be made on the due dates by means of bank direct debit system. In the event of the Sponsor (or if an Agent is involved, the Agent) failing to pay any part of the Product Placement Fee within 10 (ten) working days from when such payment became due, RTÉ reserves the right without prejudice to all its other rights and remedies under this Agreement and/or at law:

- a) To withdraw Sponsor's (and if an Agent is involved, the Agent's) recognition from RTÉ's Register of Approved Agencies and to refuse further bookings from the Sponsor (and if an Agent is involved, the Agent), and
- b) To cease inclusion and transmission of the Product Placement, and
- c) To impose to an immediate surcharge of 2% of such amount and a further surcharge of 1% will be imposed in respect of any part of the original amount, which is still outstanding on the tenth day of the subsequent month.

In the event an Agent is involved, and the Agent fails to pay any part of the Product Placement Fee within 10 (ten) working days from when such payment became due, RTÉ reserves the right without prejudice to all its other rights and remedies under this Agreement or at law to send the Sponsor a notice in writing requiring the Sponsor to pay the payment to RTÉ and the Sponsor hereby undertakes to make such payment to RTÉ not later than 10 (ten) working days from receipt of the RTÉ notice hereunder.

All queries relating to an invoice issued by RTÉ shall be notified to RTÉ in writing within 5 (five) working days of the invoice date. The existence of a disputed item in an account will only affect the due date of payment of that disputed item. In the event of a disputed item being resolved in favour of RTÉ, the disputed item will be subject to the full rate of surcharge as specified at sub-clause 1.2(c) above.

1.3 The Sponsor (and if an Agent is involved, the Agent) acknowledge that RTÉ shall be entitled to enter into other commercial arrangements with third parties in connection with the Programme including broadcast sponsorship(s) of the Programme and/or other product placement agreements relating to the Programme and elements of the Programme.

1.4 The Sponsor (and if an Agent is involved, the Agent) acknowledge and agree that the Paid Product Placement Booking is subject to all applicable laws and regulations including the Coimisiún na Meán Broadcasting Authority of Ireland General Commercial Communications Code (including any subsequent versions thereof) (the "Code") and any directions issued from time-to-time by Coimisiún na Meán. The Sponsor (and if an Agent is involved, the Agent) acknowledge that RTÉ's interpretation of the applicable laws and regulations (including the Code and any directions issued from time-to-time by Coimisiún na Meán) and of their application to the Paid Product Placement Booking (including without limitation for the purposes of clause 1.15.2 (b) of this Agreement) shall be final. If RTÉ becomes party to any legal action, or threat of action or Coimisiún na Meán compliance committee(s) submission as a result of matters relating to the Paid Product Placement Booking, the Sponsor (and if an Agent is involved, the Agent) will co-operate fully and in every way with RTÉ in responding and dealing with such matters.

(Full text continues through clause 1.22 as provided.)

TV Policies

Video

Digital

Audio

Print

AB

- AB agreed pricing and quality parameters are only applicable to campaigns received by published AB deadlines.
- AB published prices are revised with TAM Establishment survey universe changes.
- AB published prices may be subject to review and republished if market demands.
- RTÉ will deliver discounts against AB published pricing across relevant deal period.
- Under and overdeliveries will be reconciled and agreed as value which will carry forward into next deal period.
- Overdeliveries in any deal period could result in clawback in next or future deal periods.

Seasonal Pricing

- Split pricing will be at an index of 1.15 From the 1st-24th dec and 0.8 From the 26th-31st December and will not apply where category pricing is in place.
- Published alcohol pricing will apply instead of seasonal category pricing on supermarket alcohol campaigns booked at AB.
- Loss of discount points will apply to post ab amendments to seasonal categories should market conditions dictate.
- Published seasonal prices are revised with tam establishment survey universe changes.

TV Policies

Video

Digital

Audio

Print

Quality Indices

- Loadings for PIB, Centres, Selectivity apply to all airtime including Specials and Spot Buys and are additional to the published rate or agreed deal pricing.
- Indices are applied cumulatively eg PIB and Centre Breaks $1.3 * 1.1 = 1.43$ index applied.
- Position in Break: first / last - Index of 1.3.
- Position in Break: second and penultimate - Index of 1.15.
- Centre Break: Index of 1.1.
- Break selectivity: Index of 1.2.

Peak Indices

18.00 - 23.29 - Index 1.3

21.00 - 23.29 - Index 1.45

Quality Delivery

All deal quality guarantees to be delivered on an annualised basis.

Cancellation Policies

Time Frame	Cancellation Charge
Up to 1 week after AB discount deadline	10%
Up to 2 weeks after AB discount deadline	20%
Up to 3 weeks after AB discount deadline	40%
Up to 4 weeks after AB discount deadline	50%
4 weeks+ after AB discount deadline	100%

Specials

- 100% cancellation charge applies to Specials.
- Specials are published and deal discounts do not apply.

RTÉ PLAYER

Successes 2025, looking ahead to 2026

RTÉ Player is set to hit ~155 million streams in 2025 (+11% YoY), with 3 billion minutes viewed (+14%). Engagement continues to grow, driven by viewing in the living room (78% surge in connected TV live streaming), confirming RTÉ Player's strength as Ireland's leading multi-screen destination.

From new Irish hits like The Walsh Sisters (1M+ streams to date) to factual standouts like Bad Nanny, the platform offers a dynamic blend of content across genres. The Traitors Ireland was the year's big entertainment event with 4.8M streams, and together with Traitors UK, US and AU, delivered over 7M total streams, cementing RTÉ Player as the home of this global phenomenon in Ireland.

Video

Digital

Audio

Print

As well as making RTÉ Player more Accessible this year, we have developed Mobile Downloads, FAST channel technology, and Live Restart capabilities. All are currently in Beta and will be rolled out iteratively in the coming months.

Looking ahead to 2026

Looking ahead, RTÉ Player's 5,500-hour catalogue spans Drama, Sport, Documentary, Factual, Comedy and Kids. With the FIFA World Cup, new Irish drama, and a full UI/UX redesign planned for 2026, RTÉ Player is poised for its biggest year yet as Ireland's premium streaming destination.



Aoife Byrne
Head of RTÉ Player

RTÉ Player Pricing

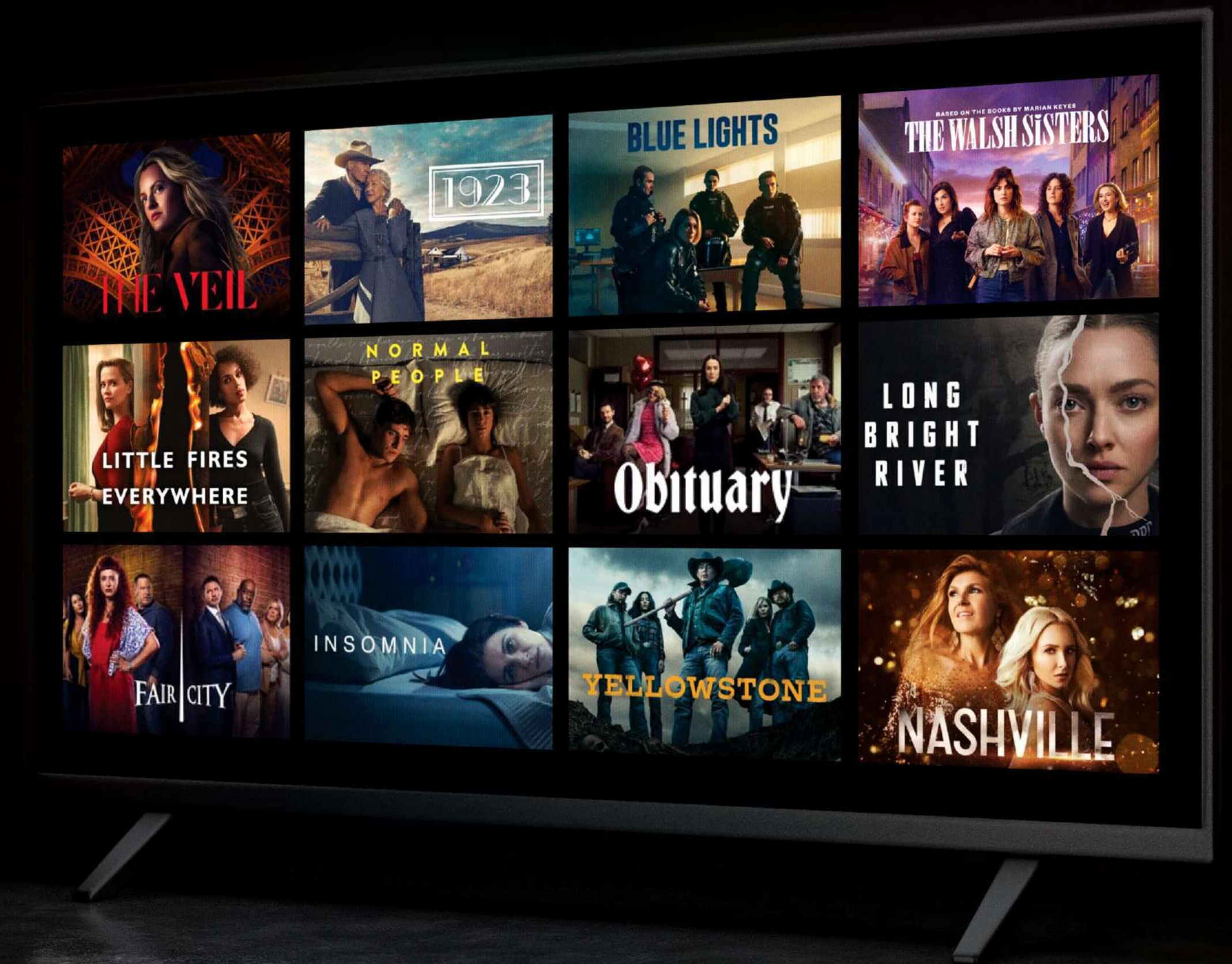
Video

Digital

Audio

Print

Digital AV Pricing 2026			
VOD 30sec	Jan - Aug	Sep - Oct	Nov - Dec
ROS RTÉ Player	€87	€135	€145
Time of Day	30%		
First in Break	30%		
Geo Targeting	25%		
Platform Targeting (ex. CTV)	15%		
CTV Targeting	25%		
Interest Based Targeting (click for more details)	10%		
Programme Targeting	10%		
Frequency Capping (per device)	10%		



RTÉ Player Pricing

Video

Digital

Audio

Print

Interest Based Targeting

TOP 20 PLAYER PROGRAMMING	FASHION & BEAUTY	JOBS & EMPLOYMENT	SHOPPING
AGRICULTURE & FARMING	FOODIES	LIFESTYLE	SOAP LOVERS
BEER & CIDER DRINKERS	GAA FOOTBALL	LIVING & HOMES	SOCCER
BUSINESS & FINANCE	GAEILGEOIRS & IRISH SPEAKERS	MOTORS	SPORTS ENTHUSIAST
CHRISTMAS ENTHUSIASTS	HEALTH & FITNESS	MOVIE FANS	SUSTAINABILITY
COOKING ENTHUSIASTS	HOME, GARDEN & DIY ENTHUSIASTS	MUSIC LOVERS	TECHNOLOGY
CULTURE	HOMEBUYERS / MORTGAGE SEEKERS	NEWS WATCHERS	TRAVEL ENTHUSIASTS
ENTERTAINMENT & CELEBRITY NEWS	HORSE RACING	RUGBY ENTHUSIASTS	TV DRAMA FANS

RTÉ Player Policies

Video

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Targeted Loading

Targeting Type	Loading
Time of Day	+30%
First in Break	+30%
Geo Targeting	+25%
Platform Targeting (ex. Connected TV)	+15%
Connected TV Targeting	+25%
Interest-Based Targeting	+10%
Programme Targeting	+10%
Frequency Capping (per device)	+10%

Minimum campaign length may apply depending on the number of targeting requests and availability at that time.

Programmatic Guaranteed

- Programmatic guaranteed streams approved cannot be reduced without incurring a cancellation charge.
- No first-look or header bidding permitted.
- All programmatic requests must be matched and an impression returned to RTÉ.
- In-month programmatic streams approved are subject to availability, and price loadings may apply.

PMP (Private Marketplace)

- PMP is subject to availability once PG approvals have been delivered. Delivery is not guaranteed by RTÉ.

Direct IO

- In-month approvals are subject to availability and price loadings may apply.

Offers & Opportunities

- All offers and opportunities are subject to change and availability at the time of booking.

RTÉ Player Specials

- Agreed deal rates or discounts do not apply to RTÉ Player specials.
- Bookings will remain open depending on availability.
- Programmatic bookings will be accommodated for specials where possible but may not be available for all events.
- This is subject to change — please check with an RTÉ Account Manager in advance of booking.

Player Deal Principles

- Maximisation of viewability and user experience underpins all deal delivery.
- Programmatic VOD – Pre-roll and mid-roll.
- Direct IO VOD – Pre-roll and mid-roll.
- All deals are ROS unless agreed otherwise and will incur loadings as published above.

RTÉ Player Policies

Video

Digital

Audio

Print

RTÉ Player 2026 Booking Policies

1. Acceptance of Terms

- All bookings placed by Agencies or Direct Advertisers are deemed to constitute acceptance of RTÉ's Standard Terms and Conditions of Business.

2. Booking Deadlines

- Strict adherence to booking deadlines is required. RTÉ reserves the right to reject bookings or copy submissions that do not meet the specified timelines.
- Late submissions may result in delayed campaign launches or forfeiture of booked inventory.

3. Targeting Parameters

- Advertisers must ensure they understand and comply with the targeting options outlined in the RTÉ Player Rate Card.

- Please note that once a campaign is live, targeting parameters cannot be adjusted.

4. IO Number Requirement

- The IO number provided by RTÉ Digital Bookings must be referenced when delivering creative assets.
- Caria IDs are not accepted as substitutes for IO numbers.

5. Creative Delivery

- All creative assets must be delivered in accordance with RTÉ's technical specifications and referencing requirements.
- Failure to comply may result in campaign delays or rejection of assets.

Digital



RTÉ

Digital

2024 saw continued growth for RTE.ie reaching over 1 billion pageviews (13% growth year on year) and an increased average time spent of 8 min 42 seconds per visit (3% up year on year).

Short form video consumption saw a further 36% increase from 2023 to 42 million streams annually.

The biggest News story of 2024 was the General election live tracker with 920K pageviews. Liam Payne's death (612k views) was the top story in Entertainment followed by the entry for tickets for the Late Late Toy Show (292k views). Cork vs Clare in the GAA Senior Hurling final was the top story in Sport (510K views).

Video

Digital

Audio

Print

A wide range of sections on RTE.ie, including the homepage, Brainstorm, Gaeilge, Lifestyle and Learn, saw continued growth, highlighting the audience appetite for our broader content, alongside the staple news and sport editorial.

Innovation in 2025

2025 is looking to be an equally strong year as we are well on target to reach the 1 billion pageviews in early December and on course to see a 4% uplift on 2024. 2025 also saw a number of innovations including the launch of a dedicated games section on RTE.ie with a selection of puzzle, card, quiz and retro arcade style games. We also launched Steps to Self-Care in our Lifestyle section - a free, four week newsletter course designed to help you slow down, reset and take better care of your wellbeing.



Neil Leyden
Head of RTE.ie

Digital Display Rates

Video

Digital

Audio

Print

RTÉ.ie & RTÉ News App

Content Section	Display rate CPM MPU/Leaderboard	Display Rate CPM Billboards/Half Page/ Large Formats	Takeover/HPTO (Per Day)	TO per Week	Native
Run of site	€20	€40			
Home	€20	€40	€12,500		
News	€20	€40	€12,500		
Sport	€30	€60		€12,500	
Business	€30	€60		€10,000	
Entertainment	€30	€60		€10,000	
Lifestyle	€30	€60		€7,500	
Keyword/Topic	€40	€80			
Native Articles					€4,000
Native Articles with Video					€5,000

Display Targeting Loadings	
Time of Day Targeting	10%
Geo Targeting	25%
Single Platform Targeting	15%
Bespoke Audience Targeting	25%

RTÉ.ie & RTÉ News Now App 2026 Rate Card

1. Minimum campaign length may apply depending on the number of targeting requests and availability at that time.
2. Black out days for Home Page Takeover (HPTO) are not eligible for 2 for 1 or 3 for 2 offers ie. Budget week, Late Late Toy Show, Black Friday, Cyber Monday. Please note this list is not exhaustive.

Digital Display Policies

Video

Digital

Audio

Print

Targeting Type	Loading
Time of Day	10%
Geo Targeting	25%
Single Platform	15%
Bespoke Audience	25%

- All deals are ROS unless agreed otherwise and will incur loadings.
- Black out days for Home Page Takeover (HPTO) are not eligible for 2 for 1 or 3 for 2 offers i.e., Budget week, The Late Late Toy Show, Black Friday, Cyber Monday. Please note this list is not exhaustive.
- Home Page Takeover includes the Home Page, News index, news sub index pages and App.

Section Takeovers:

- News, Sport, Entertainment - includes the Index page plus app
- Lifestyle, Business, Culture – includes the index page, app, plus article

Audio



RTÉ

Radio & Digital Audio

Video

Digital

Audio

Print

RTÉ Audio delivers multiplatform content across a wide variety of genres. Our radio stations remain the most listened to in Ireland with a market share of 29% across the portfolio and we are the home of 18 of the top 20 radio programmes in the country.

RTÉ Radio 1 remains the only station with a weekly reach of over 1M while RTÉ 2FM has a weekly reach of 653K. RTÉ lyric fm reaches 336K every week while Raidió na Gaeltachta continues to deliver a wide range of programming for the Irish Language community.

In 2025 we have reimagined RTÉ Radio 1 for modern audiences culminating in the launch of a new primetime schedule which builds on the station's credibility in news and current affairs and reflects the daily lives of our listeners. We have introduced new voices to 2fm breakfast, drive and weekends and seen RTÉ lyric fm top off a great year by being named IMRO Music Station of the Year.

We have also seen our digital audio offering continue to grow with our Doc on One series *Stolen Sister, Where is Jon?* and *First Conviction* dominating the podcast charts at various points throughout the year.

In 2026 we will continue to evolve the portfolio in line with audience needs with particular emphasis on digital audio and the development of our original podcast portfolio. With our new Head of Podcasting, Hugh Ormond in position and work underway to develop a range of exciting new podcast series 2026 will culminate with the launch of our new Audio App which we very excited to share with the audience.



Patricia Monahan
Director of Audio, RTÉ

Radio Spot Rates

Video

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RTÉ Radio 1 - Weekday

Monday-Friday	January-August	September-December
Pre 07.00	€198	€218
6.58	€509	€559
07.00-09.00	€2,655	€2,915
09.00-11.00	€1,770	€1,943
11.00-12.55	€1,770	€1,943
12.55-13.45	€1,770	€1,943
13.45-15.00	€1,770	€1,943
15.00-16.00	€1,180	€1,296
16.00-18.00	€1,126	€1,237
18.00-19.00	€1,126	€1,237
Post 19.00	€134	€147

RTÉ Radio 1 - Weekends

Saturday-Sunday	January-August	September-December
06.00-08.00	€198	€218
08.00-10.00	€1,180	€1,296
10.00-11.00	€1,823	€2,002
11.00-13.00	€1,823	€2,002
13.00-14.00	€1,126	€1,237
14.00-19.00	€424	€465
Post 19.00	€134	€147



Radio Spot Rates Annual Pricing

1. January to August pricing applies 29/12/2025 to 30/08/2026
2. September to December pricing applies 31/08/2026 to 27/12/2026

Radio Spot Rates

Video

Digital

Audio

Print

RTÉ 2FM - Weekday

Monday-Friday	January-August	September-December
06.00-07.00	€139	€153
07.00-10.00	€606	€665
10.00-12.00	€606	€665
12.00-15.00	€461	€506
15.00-18.00	€461	€506
18.00-19.00	€300	€330
19.00-24.00	€139	€153

RTÉ 2FM - Weekends

Saturday-Sunday	January-August	September-December
07.00-09.00	€139	€153
09.00-12.00	€461	€506
12.00-15.00	€461	€506
15.00-18.00	€300	€330
18.00-19.00	€193	€212
19.00-24.00	€139	€153

Radio Spot Rates Annual Pricing

1. January to August pricing applies 29/12/2025 to 30/08/2026
2. September to December pricing applies 31/08/2026 to 27/12/2026

Radio Spot Rates

Video

Digital

Audio

Print

RTÉ lyric fm

Monday-Sunday	January-August	September-December
07.00-19.00	€193	€212

RTÉ Radió Na Gaelteachta

Radió Na Gaelteachta*	Monday-Sunday	January-December
National Rate	07.00-19.00	€75.00
Local Rate	07.00-19.00	€20.00

All stations:

- Fixed spot/programme 20%

Radió Na Gaelteachta*

- Irish Language Copy only will be accepted.
- Clash Policy at RTÉ's discretion.
- Eligibility for 'Local' rate to be determined by RTÉ Commercial.
- Advance booking is recommended as availability cannot be guaranteed.

1. January to August pricing applies 29/12/2025 to 30/08/2026
2. September to December pricing applies 31/08/2026 to 27/12/2026

Radio CPT & Charity Rates

Video

Digital

Audio

Print

CPT

2026	January-August	September-December
Adults	€4.00	€4.39
A1534	€31.87	€35.00
AD2544	€18.11	€19.88
HWCH	€16.94	€18.60
AABC1	€7.78	€8.54

Radio CPT pricing terms:

1. January to August pricing applies 01/01/2026 to 31/08/2026.
2. September to December pricing applies 01/09/2026 to 31/12/2026.
3. CPT campaigns must run for a minimum of 3 days.
4. CPT Prices for radio will be not be amended in 2026 to reflect new universes.
5. AQH will be updated with JNLR releases.

Charity

Charity Rate 20"	January-December
RTÉ Radio 1	€220.00
RTÉ 2FM	€170.00
RTÉ lyric fm	€90.00

Radio Charity Rate pricing terms:

1. Rate is fixed and maximum length ad is 20".
2. Conversion factors do not apply.
3. Maximum of 6 spots per station per week can be purchased.
4. This rate is only available to registered charities.

1. January to August pricing applies 29/12/2025 to 30/08/2026
2. September to December pricing applies 31/08/2026 to 27/12/2026

Radio Promotion Rates

Video

Digital

Audio

Print

RTÉ 2FM Promotions

Show	Timing	Mentions	Pre-Recorded Promos	Prize Value Required	Media Fee
2FM Breakfast with Carl, Roz & Aisling	Mon-Fri 06.00-10.00	3 per show	12 x 30"	€5,000	€8,000
2FM Mornings with Doireann Garrihy	Mon-Fri 10.00-12.00	3 per show	12 x 30"	€5,000	€7,500
2FM Afternoons with Demi & Mikey	Mon-Fri 12.00-15.00	3 per show	12 x 30"	€5,000	€5,500
2FM Drive with Laura & Katja	Mon-Fri 15.00-18.00	3 per show	12 x 30"	€5,000	€7,500
2FM Cross Station Promotion	Mon-Fri 06.00-22.00	5 per day	30 x 30"	€10,000	€11,000
2FM Weekend Promotion	Sat-Sun 07.00-18.00	5 per day	10 x 30"	€3,000	€3,500
2FM Social Media Add-On		Based on 4 posts	N/A	€1,000	€2,200

Additional Opportunities - Sampling, Video, Event Activation, Social Media

Radio Promotion Rates

Video

Digital

Audio

Print

RTÉ Radio 1 Promotions

Show	Timing	Mentions	Prize Value Required	Media Fee
Rising Time	05.30-07.00	3 per show	€1,500	€2,000
Oliver Callan	11.00-13.00	3 per show	€7,000	€8,000
The Louise Duffy Show	15.00-16.00	3 per show	€4,000	€4,000
Inside Sport	18.00-19.00	3 per show	€2,500	€4,000

RTÉ lyric fm Promotions

Show	Timing	Mentions	Prize Value Required	Media Fee
Marty In The Morning	07.00-10.00	3 per show	€1,200	€2,000
Niall Carroll's Classical Daytime	10.00-13.00	3 per show	€1,000	€1,000
The Full Score with Liz Nolan	13.00-16.00	3 per show	€1,000	€1,000
Lorcan Murray's Classic Drive	16.00-19.00	3 per show	€1,200	€1,500

RTÉ 2FM Outside Broadcasts

Video

Digital

Audio

Print

RTÉ 2FM Promotions

Show	Timing	Live Mentions	Pre-recorded Promos	Media Fee
2FM Breakfast with Carl, Roz & Aisling	Mon-Fri 06.00-10.00	4 per hour during the live show	18 x 30sec	€7,700
2FM Mornings with Doireann Garrihy	Mon-Fri 10.00-12.00	4 per hour during the live show	18 x 30sec	€7,700
2FM Afternoons with Demi & Mikey	Mon-Fri 12.00-15.00	4 per hour during the live show	18 x 30sec	€6,600
2FM Drive with Laura & Katja	Mon-Fri 15.00-18.00	4 per hour during the live show	18 x 30sec	€7,700
2FM Weekend Morning	Sat-Sun 09.00-12.00	4 per hour during the live show	18 x 30sec	€6,600
2FM Weekend Lunch	Sat-Sun 12.00-15.00	4 per hour during the live show	18 x 30sec	€6,600
2FM Weekend Drive	Sat-Sun 15.00-18.00	5 per hour during the live show	18 x 30sec	€6,600

1. Outside Broadcast Includes:
2. 4 live mentions per hour of live show
3. 18 x 30" pre-recorded promos

Digital Audio

Digital Audio

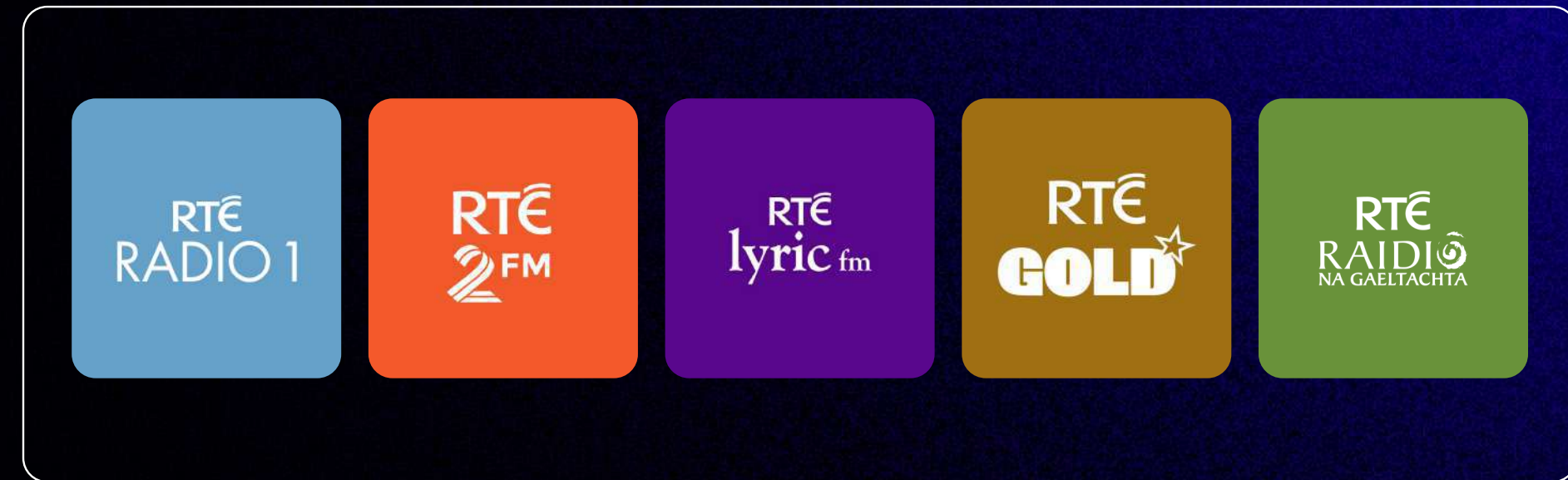
Video

Digital

Audio

Print

5 RTÉ NATIONAL DIGITAL RADIO STATIONS



Digital Audio Pricing 2026

January - September	
ROS Digital Audio	€27
October - December	
ROS Digital Audio	€33
Targeting Capabilities	
CPM Includes: Geo, Device Targeting & Frequency Capping	
Contextual Targeting	15%
Weather Targeting	20%
Time of Day	30%

OVER 160 IRISH PODCASTS



Print

Video

Digital

Audio

Print

**It's been an extraordinary
year for The RTE Guide...**

Looking forward to 2026, Audio will...



Catherine Lee
Editor, RTE Guide

RTÉ Guide Rates

Video

Digital

Audio

Print

RTÉ Guide Rates

Show	Media Fee
Full Page Colour	€8,100
Half Page Colour	€4,500
Third Page Colour	€3,700
Quarter Page Colour	€2,700
Outside Back Cover	€10,300
Inside Front Cover	€8,900
Inside Back Cover	€5,200
Double Page Spread	€16,200
1st Double Page Spread (Pages 2/3)	€17,900
Stitched-in Inserts	€75
Loose Insert	€65

* Optional Upgrade Offer available for Full Page Colour Adverts only as follows:

1. Bundle consisting of FPC in the Guide and 250,000 Page Impressions (MPU & Billboard) delivered across RTE.ie
2. Cost is €700 add on to FPC pricing

Terms & Conditions

Acceptance of Advertising

- All advertisements shall be subject to the approval by the RTÉ Guide to ensure compliance with all relevant legislation including RTÉ's own internal Codes on Advertising (and which shall be amended from time to time) as well as compliance with Code of Advertising Standards for Ireland maintained by the Advertising Standards Authority for Ireland (ASAI).
- The RTÉ Guide reserves the right, at its absolute discretion and without incurring any liability, to decline to publish any advertisement without giving any reason for so declining but in such event the Advertiser or Agency shall not be liable to pay for any advertisement, which the RTÉ Guide so declines to publish.

Acceptance of Terms & Conditions

- The placing of a booking with the RTÉ Guide by an Agency or Advertiser shall be deemed acceptance by it of these terms and conditions.



2026 Advance Booking Deadlines

Video

Digital

Audio

Print

	TV		Radio
	8 weeks	6 weeks	4 weeks
2026	AB	AB	AB
January		24th Nov	4th Dec
February		6th Jan	6th Jan
March		19th Jan	31st Jan
April		18th Feb	4th Mar
May		20th Mar	3rd Apr
June		20th Apr	1st May
July		20th May	3rd June
August		19th June	3rd July
September		21st July	5th Aug
October	6th Aug	20th Aug	3rd Sept
November	7th Sept	21st Sept	5th Oct
December	6th Oct	20th Oct	3rd Nov

Advance Booking Deadlines Terms

- 5% discount will apply at 8 week AB dates for the following Categories: Oct-Dec: Supermarkets, Cable, Satellite & Telecommunications.
- 8 week AB from Oct-Dec applies to Supermarkets, Cable & Satellite & Telco's.
- 6 week AB's will not be available for Supermarkets, Cable, Satellite & Telecommunications.
- Bookings are to be received by 17.30 on the stated deadline day – Any bookings received after this time will not be entitled to Advanced Booking Discount.
- Short term pricing may apply in tightly traded months to certain audiences/ categories – This may mean the withdrawal of certain audiences after the AB deadline.

Copy Clearance & Traffic

Video

Digital

Audio

Print

2026 RTÉ Media Sales Copy Clearance, Copy Instructions & Copy Delivery

- All copy must be submitted and cleared by Copy Clearance PRIOR to transmission.
- The Copy Clearance Committee meet to review Clearance submissions each Tuesday and Thursday morning at 9am.
- Please note, failure to meet with our Clearance meeting deadlines may result in airtime being pushed back and any lost airtime fully charged.
- Copy/scripts should be sent to <https://rtegroup.ie/copyclearance>
- Information on how to submit can be found at <https://mediasales.rte.ie/planning/rte-copy-clearance>
- RTÉ Copy clearance queries can be sent to askrteclearance@rte.ie
- Digital only copy needs to be sent to adsonline@rte.ie for approval

Copy Instructions

- All TV & Radio copy instructions/music details must be emailed on the RTÉ rotation form (Radio) or through Caria (TV) by 12 midday as per our closedowns, links to forms can be found below: (if you do not use Caria, please use the links below for TV instructions)
- <https://mediasales.rte.ie/planning/av/television/traffic-television/tv-copy-instruction-form/>
- <https://mediasales.rte.ie/planning/audio/radio/traffic-radio/copy-instructions-form/>
- TV Copy instructions should be sent to tvtraffic@rte.ie or through the Caria portal
- Radio Copy instructions should be sent to radiotraffic@rte.ie

- Digital Copy instructions should be sent to adsonline@rte.ie
- Digital Creative notes can be found here:
- <https://mediasales.rte.ie/planning/digital/standard-creative/>

Copy Delivery

- All cleared TV and Radio Copy must be received by 12 midday as per our closedowns, which can be found here:
- [Traffic Archives | RTÉ Media Sales | Radio](#)
- [Traffic Archives | RTÉ Media Sales | Television](#)
- TV Copy must be sent to our commercial library through one of the following distributors - Clearcast/Extreme Reach or Cape (previously known as Peach)
- Radio Copy must be sent to radio.commercial@rte.ie
- Radio Copy should be sent in WAV or MP3 format
- All direct digital copy/tags must be sent to adsonline@rte.ie and must include their own IO number in the e-mail

Digital Copy deadline info can be found here

- <https://mediasales.rte.ie/planning/digital/deadlines-creative-notes/>

Digital Copy specs can be found here

- <https://mediasales.rte.ie/planning/digital/standard-creative/>
- <https://mediasales.rte.ie/planning/audio/audio-specs-radio-player/>
- <https://mediasales.rte.ie/planning/av/vod/>

Cancellation, Deferment & Amendment Policy

Video

Digital

Audio

Print

- Any change in campaign details including short-term buying strategy changes, late/additional monies, commercial length, audience or date changes, must be put in writing. Such changes may incur cost penalties should RTÉ deem that market conditions dictate.
- Budget increases will be treated as late approvals and late booking penalties will apply. Budget decreases will be treated as cancellations, should they occur after written confirmation of details.

Payment Terms & VAT

- All invoices must be paid within 30 days. All rates/costs are exclusive of VAT. New advertisers without a credit history with RTÉ must pre-pay 2 weeks in advance of transmission date.

Timing	Cancellation Charges
Up to 1 week after AB Discount Deadline	10%
Up to 2 weeks after AB Discount Deadline	20%
Up to 3 weeks after AB Discount Deadline	40%
Up to 4 weeks after AB Discount Deadline	50%
In the month of transmission	100%

Price Conversion from 30" Rates for all media										
Seconds	5	10	15	20	25	30	35	40	50	60
Factor	50%	50%	70%	80%	100%	100%	133%	133%	167%	200%

*excluding Digital Audio

Contact us

Email: mediasales@rte.ie

Visit us: mediasales.rte.ie