

RTÉ GUIDE

Advertisement Rates (Effective from 30th September 2008)

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Full Page Colour	6,420
Half Page Colour	3,760
Third Page Colour	3,040
Quarter Page Colour	2,130
Outside Back Cover	7,560
Inside Front Cover	7,030
Inside Back Cover	6,760
Double Page Spread	12,820
1 st Double Page Spread (pages 2/3)	14,060
Stitched-in Inserts	61 (per 1,000)
Loose Inserts	50 (per 1,000)

Other Rates

Guaranteed Position:	20%
Christmas Issue (Double Issue):	Double the above rates

Rates on application

- Sponsorship of Lifestyle, Entertainment and TV Listings
- Gatefolds
- Tip-ons and Sampling

All rates are exclusive of VAT

READERSHIP

	ALL	ABC1
All Adults	437,000	170,000
Men	188,000	72,000
Women	250,000	98,000
Main Shopper	315,000	124,000

15-24 yrs

All Adults	95,000
Women	54,000

25-44 yrs

All Adults	154,000
Women	86,000

45+

All Adults	188,000
Women	110,000

COVERAGE

Urban	261,000
Rural	176,000
Dublin (All Areas)	114,000
Rest of Leinster (Excluding Dublin)	120,000
Munster	138,000
Connaught/Ulster	66,000

Source: **TGI: 2008**

CIRCULATION

(ABC January – December 2007)

100,669

READER PROFILES

RTE Guide

NATIONAL POPULATION

SEX

Female	57%	50%
Male	43%	50%
Main Shoppers	72%	69%

AGE

15-24	22%	18%
25-44	35%	41%
45+	43%	41%

CLASS

ABC1	39%	41%
C2	24%	25%
DE	29%	26%
F	8%	8%

REGION

Urban	60%	61%
Rural	40%	39%
Dublin (All Areas)	26%	28%
Rest of Leinster (Excluding Dublin)	27%	27%
Munster	32%	28%
Connaught/Ulster	15%	17%

Source: **TGI 2008**

Contacts

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TERMS AND CONDITIONS

1. Order Bookings:

- All order bookings must be confirmed in writing.
- No order booking or invoice will be processed unless a valid purchase order number is supplied at the time of booking.

2. Cancellations:

- Notification of cancellations must be received in writing and will be subject to a penalty charge of 50% of the amount due if they are made after the booking deadline.

3. Technical Requirements and Deadlines:

- The advertiser accepts and agrees to comply with the technical requirements and deadlines as set out in the current advertising ratecard and at http://www.rte.ie/about/advertising_guide.html

4. Payment Terms:

- Accounts payable, by an Agency which is recognised by the RTÉ Guide and which is granted a credit listing, shall be paid to the RTÉ Guide not later than the last Working Day of the month following the month during which publication of the advertisement occurs.
- All invoicing shall be issued on the last working day of the month in which the advertisement is published.

5. Acceptance of Advertisements

- 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.

6. Acceptance of Terms and 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.

7. For our Full Terms and Conditions please refer to:

http://www.rte.ie/about/advertising_guide.html