

THE TRAITORS IRELAND

THE TRAITORS IS A COMPETITION SERIES BUILT ON STRATEGY, SUSPICION AND DECEPTION, FILMED IN A MAJESTIC CASTLE. A TEAM OF PLAYERS WILL COMPETE IN A SERIES OF MISSIONS, THE MORE MISSIONS THEY COMPLETE SUCCESSFULLY, THE BIGGER THE PRIZE POT. HOWEVER, HIDDEN AMONGST THE PLAYERS ARE THE 'TRAITORS'.

"...STRATEGY, SUSPICION AND DECEPTION, FILMED IN A MAJESTIC

RTÉ recently revealed the iconic location of Slane Castle as The Traitors Ireland dramatic setting, coming to RTÉ One and RTÉ Player later this year.

Filming has concluded on the Irish version of the hit series that has enthralled audiences around the world, including award-winning versions in the U.K., U.S. and The Netherlands. The Traitors Ireland will use the famous Meath castle as its location and will feature contestants from all around the country, following a national casting call for applications last year.





TELEVISION INDIVIDUAL SPOT COSTS

Centre Break	30 Second Spot Rate
First / Last Episodes	€24,000
Other episodes in series	€19,500
In Break	
First / Last Episodes	€15,000
Other episodes in series	€12,200
Out Break	
First / Last Episodes	€9,600
Other episodes in series	€7,800

RTÉ **PLAYER**

TRAITORS VOD PACKAGES 10 & PROGRAMMATIC

Budget	СРМ	Impressions
€9,000	€60	150,000
€12,000	€60	200,000
€15,000	€60	250,000
€18,000	€60	300,000

TRAITORS VOD PACKAGES IO FIRST & LAST EPISODE

Budget	СРМ	Impressions
€10,800	€72	150,000
€14,400	€72	200,000
€18,000	€72	250,000

PACKAGE COST

FULL PACKAGE		
Value	Package Cost	
€154,800	€140,000	
6 x 30 sec spots (including 2 x first / last episodes)		
300k Impressions in series, presence in first / last		

- Full Packages will be allocated ahead of individual TV spots or VOD packages
- Full Package advertisers have the opportunity to purchase additional spots/impressions if required
- High clashing categories will be allocated by RTÉ if oversubscribed
- PIB First/Last premium 30%, Second/Penultimate 10%
- Package and Television Spot

- requests to be sent to laura.lester@rte.ie and emer.oconnell@rte.ie
- RTÉ Player bookings to be sent to digital.bookings@rte.ie
- Closing date for package requests will be published shortly by RTÉ Commercial
- Costs are fixed and non-reconcilable
- Once booking has been confirmed, 100% cancellation fee will apply to any cancellation

