

# THE IRISH TIMES

## PRINT RATECARD 2022

### ROP - Main Paper

Colour – SCC	€94
Mono – SCC	€77
Full Page - Colour	€36,500
Full Page - Mono	€29,800
Half Page - Colour	€18,650
Half Page - Mono	€15,200
Front Page Solus (21cm x 3 Col or 8cm x 8 Col)	€8,395
Back Page Solus - Colour (10cm x 8 Col)	€9,450
Back Page Solus - Mono (20cm x 4 Col)	€7,600

### Recruitment

Colour – SCC	€98
Mono – SCC	€84
Full Page - Colour	€38,000
Full Page - Mono	€33,000
Half Page - Colour	€19,500
Half Page - Mono	€16,700
Quarter Page (27cm x 4 Col) Colour	€9,950
Quarter Page (27cm x 4 Col) Mono	€8,600
Semi-Display	€61
Lineage	€10.50

### Business

Colour – SCC	€97
Mono – SCC	€83
Full Page - Colour	€37,800
Full Page - Mono	€32,000
Half Page - Colour	€19,300
Half Page - Mono	€16,500

### Property

Colour – SCC	€87.40
Mono – SCC	€69.80
Full Page - Colour	€34,000
Full Page - Mono	€27,190
Half Page - Colour	€17,370
Half Page - Mono	€13,910
Lineage	€9.90
Planning Applications	€15.45
Regional Display	€53
Regional Lineage	€6.95
Fine Arts & Antiques Display	€66.90

### Magazine & The Ticket

Full Page	€10,000
Half Page	€6,500
Outside Back	€12,750
First Right Hand	€11,000

### Inserts

Full Nationwide run	€84 cpt
Leinster run	€90 cpt
Dublin only run	€99 cpt

### Insert Delivery Address

The Irish Times Print Facility  
CityWest Business Campus  
4080 Kingswood Road  
Dublin 24

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### Personal Column

Semi-Solus - Colour (21x2)	€5,027
Semi-Solus - Mono (21x2)	€4,200
Title Corners - Colour (5x2)	€1,048
Title Corners - Mono (5x2)	€899
Back Page - Text	€79
Back Page - Text with Logo	€93.45
Lineage (minimum 2 lines)	€29
TV Strip - Colour (5x8)	€3,670
TV Strip - Mono (5x8)	€3,220
Bulletin Page - Colour (2x6)	€1,103
Bulletin Page - Mono (2x6)	€966
Markets Page - Colour (6x2)	€1,176
Markets Page - Mono (6x2)	€1,045

### Notices

Colour - SCC	€87.40
Mono - SCC	€69.80
Legal - Mono	€76.65

### Classified

Colour - SCC	€87.40
Mono - SCC	€69.80
Full Page - Colour	€34,000
Full Page - Mono	€27,190
Half Page - Colour	€17,370
Half Page - Mono	€13,910
Social & Personal	€15.60
Lineage (Trade)	€9.90
Lineage (Private)	€6.95

# PRINT ADVERTISING FORMATS

Full Page



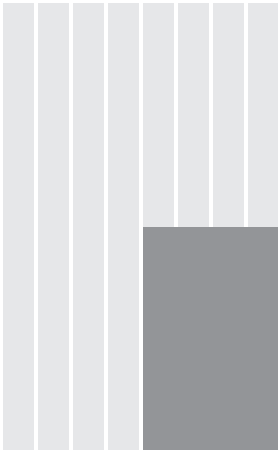
H540mm x W341mm

Half Page



H270mm x W341mm

Quarter Page



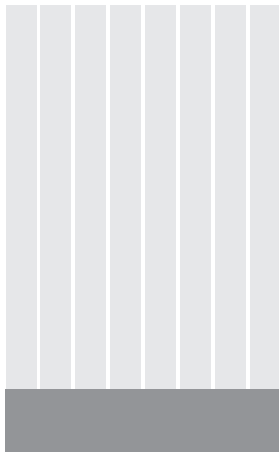
H270mm x W169mm

Solus Front



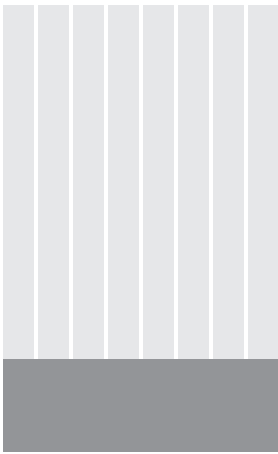
H210mm x W126mm

Solus Front



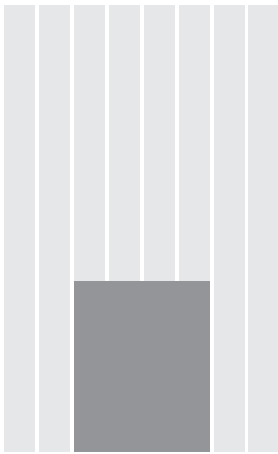
H80mm x W341mm

Solus Back



H100mm x W341mm

Solus Back



H200mm x W169mm

# DIGITAL RATECARD 2022

Format	Rate
MPU	€ 18
Leaderboard	€ 18
Super Leaderboard	€ 20
Billboard	€ 24
Halfpage	€ 20
Outstream Video	€ 24
Social Display	€ 20
Stream MPU, Leaderboard	€ 22
Stream Billboard, Superleaderboard, Halfpage	€ 24
Stream Mixed Formats	€ 18

Takeovers (Homepage & Section)	Rate
Homepage Takeover (24 hours)	€ 5,000
Section Takeovers	POA

## AUDIENCE SOLUTIONS RATES

Using our DMP, we will supercharge your display campaigns by layering on proprietary first party data. Whether looking to target a Business User, a Political Content Enthusiast or a Parenting Cohort, we can align with users of your choice. Below is an overview of CPM rates with the application of first party data targeting.

Audience Segment Size	CPM Surcharge
> 250,000	+ €1 on top of media cost
150,000 to 249,999	+ €2
70,000 to 149,999	+ €3
20,000 to 69,999	+ €4
< 20,000	+ €5

## SPONSORED CONTENT

Sponsored Content	Fixed Cost
Premium Article	€7,500
Feature, content supplied by client	€2,500

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## SAMPLE NETWORK CAMPAIGNS

HPTO - Impact Option	Ave Deliverable Imps	1 Day Rate	1 Day Package	2 Day Package
irishtimes.com, irishtimes.com, breakingnews.ie, echolive.ie	1,000,000	€8,750	€7,000	€12,000

Network Audience Profiles	Impressions	Network & Data CPM	Total Cost
Business Audience Package (Mixed formats)	1,000,000	€ 9.50	€ 9,500
Sports Audience Package (Mixed formats)	1,000,000	€ 7.50	€ 7,500
Lifestyle Audience Package (Mixed formats)	1,000,000	€ 6.50	€ 6,500



Rate Card effective from August 1st, 2022  
All Rates Exclusive of 23% VAT.

Here is a [link](#) to our production information.

The Irish Times supports the Coalition for [Better Ads](#), whose aim is to improve consumers' experience with online advertising. Here is a [link](#) to our Digital Booking Terms & Conditions.

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