RDC RATE CARD - 2026

General Media

Customer Type	Annual Rate
Bookmakers	
LBO	£71.73 per shop
Online	£26,172
International Bookmakers (Does not take horseracing bets from UK and Ireland)	
LBO	£21.26 per shop
Online	£2,126
Special Media	
Newspapers	See specialist media rate card
Wallsheets	See specialist media rate card
Form Publications	See specialist media rate card
Specialist Websites	See specialist media rate card
Broadcasters	See specialist media rate card
SSBT Provider into LBOs	See specialist media rate card
Syndicate and Racehorse Ownership Groups	See specialist media rate card
Racecourses	
Racecard	£1,435
Websites	£1,435
Other Media	
Newspapers - daily and weekly	
Daily Newspaper	£3,113
Non-Daily Newspaper	£373
Media Website (across all devices)	£1,721
Private	
Pro Punters	£3,000
Distributor licence	
Distributor licence	£71,727
Notes	

Specialist Media

Specialist Media Type	Rate (£)	Component Measure
Print/Wallsheet	0.5%	net circulation revenue
Form Publications	£7,173	Flat fee
Website	£0.00213	per page view
Tablet and Mobile	£0.00213	per page view
Business to Consumer Broadcaster	£0.00213	per unique viewer / subscription per day of broadcast
Business to Business Broadcaster UK (use on screen)	£11.47	per shop
Business to Business Broadcaster International (online & retail)	£2,126	per £10m customer turnover
SSBT Provider into LBOs	£2.50	per LBO serviced with SSBT machines
Syndicate and Racehorse Ownership Groups	£0	for use on own platforms