

TRANSPARENCY NOTICE FOR POLITICAL ADVERTISEMENT

For Adshel Live Roadside at: Baggot Street Upper Dublin 4; Morehampton Road, Dublin 4; Ringsend Road, Dublin 4; Sandymount Road, Dublin 4; Harolds Cross Road, Dublin 6; and Terenure Road North, Dublin 6.

1. **The sponsor:**

Eoin Hayes TD, Leinster House, Kildare Street, Dublin 2, Ireland

eoin.hayes@oireachtas.ie

2. **The entity ultimately controlling the sponsor:**

The Social Democrats, 28 Frederick Street South, Dublin 2, Ireland

info@socialdemocrats.ie

3. **The entity paying for the political advertisement:**

Eoin Hayes TD through funds provided by Houses of the Oireachtas Services, Leinster House, Kildare St, Dublin 2, Ireland info@oireachtas.ie

4. **The period during which the political advertisement is intended to be published, delivered or disseminated:** 15th - 28th Dec 2025

5. **The aggregated amounts and the aggregated value of other benefits received by the providers of political advertising services for the political advertisement:** €645.75

6. **The aggregated amounts and the aggregated value of other benefits received by the providers of political advertising services for the political advertising campaign:** €4,520.25

7. **Information on the origin of the amounts and other benefits received by the providers of political advertising services:** Funded from Public Representative Allowance under SI 84/2010 and SI 149/2013, administered by the Houses of the Oireachtas Services, Leinster House, Kildare Street, Dublin 2.

8. **The methodology used for the calculation of the aggregated amounts and the aggregated value of other benefits received by the providers of political advertising services for the political advertisement, and where applicable, the political advertising campaign:** The total aggregated figure is based on a charge of €525 plus VAT at 23% for each of 7 locations.

9. **Link to more information:**
[European Repository for online political advertisements](#)

10. **How to notify possibly non-compliant political advertisements:**
[Notify possibly non-compliant political advertisements](#)