

## April 2016 All Audiences

AUDIENCE	CPT (€)
Adults 15+	€10.17
Adults 15-24	€170.71
Adults 15-34	€67.95
Adults 25-44	€45.83
Adults ABC1	€34.86
Men 15+	€23.92
Men 15-34	€157.74
Men ABC1	€80.51
Women 15+	€17.70
Women 15-34	€119.40
Women 25-44	€86.72
Women ABC1	€61.63
Housekeepers	€18.24
HK with Kids	€75.45
HK ABC1	€65.00
Children 4-14	€23.09
Adults 18-34	€71.98
Men 18-34	€161.69
Women 18-34	€129.79

Effective from 9am, Wednesday 23rd March 2016

*All changes or amendments to campaigns already booked will be subject to short term price.*

Please contact a member of the Implementation Team in advance of sending in a new booking or if you are making an amendment to an existing booking.

Implementation Team Contact Details:

- Emer O'Connell (01) 208 2326 or email [emer.oconnell@rte.ie](mailto:emer.oconnell@rte.ie)
- Laura Lester (01) 208 2562 or email [laura.lester@rte.ie](mailto:laura.lester@rte.ie)