

August & September 2017 Supermarket Category

AUDIENCE	August 21-31 CPT (€)	September CPT (€)
Adults 15+	€8.71	€14.87
Adults 15-24	€129.25	€224.14
Adults 15-34	€54.50	€99.99
Adults 25-44	€43.40	€68.11
Adults ABC1	€29.78	€54.34
Men 15+	€20.56	€35.42
Men 15-34	€112.49	€231.76
Men ABC1	€67.49	€125.67
Women 15+	€15.13	€25.64
Women 25-44	€78.24	€119.14
Women ABC1	€53.42	€95.97
Housekeepers	€15.45	€26.23
HK with Kids	€84.87	€129.10
Children 4-14	n/a	n/a
Adults 18-34	€61.44	€116.13
Men 18-34	€135.07	€255.97

Effective Dates: 21st-31st August & 1st-30th September.
Short Term Price effective from 12 noon, Friday 28th July, 2017.

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
- Laura Lester (01) 208 2562 or email laura.lester@rte.ie