

December 1st to 23rd 2016

All Audiences

AUDIENCE	CPT (€)
Adults 15+	€12.14
Adults 15-24	€179.14
Adults 15-34	€86.44
Adults 25-44	€59.02
Adults ABC1	€44.48
Men 15+	€28.38
Men 15-34	€204.00
Men ABC1	€108.47
Women 15+	€21.20
Women 15-34	withdrawn
Women 25-44	€101.18
Women ABC1	€75.49
Housekeepers	€20.73
HK with Kids	€96.61
HK ABC1	€80.22
Children 4-14	n/a
Adults 18-34	€99.37
Men 18-34	€251.21
Women 18-34	€164.51

Short term price for cars effective from 5pm Wednesday 21st December 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
- Laura Lester (01) 208 2562 or email laura.lester@rte.ie

We will not accept any additional revenue against the Supermarket Category from 1st December to the 24th December, effective immediately.

RTÉ TV Sales will not accept any Spot Buys for the Supermarket Category from 1st December to the 24th December, effective immediately.