

## December 2017 Supermarket Category

AUDIENCE	CPT (€)
Adults 15+	€12.90
Adults 15-24	€196.62
Adults 15-34	€96.73
Adults 25-44	€64.92
Adults ABC1	€48.13
Men 15+	€30.05
Men 15-34	€232.02
Men ABC1	€121.91
Women 15+	€22.61
Women 25-44	€112.27
Women ABC1	€79.84
Housekeepers	€22.50
HK with Kids	€108.26

December 1st-24th 2017, Supermarket Category

Short term price for Supermarkets effective from 12 noon Wednesday 15th November, 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](mailto:emer.oconnell@rte.ie)
- Laura Lester (01) 208 2562 or email [laura.lester@rte.ie](mailto:laura.lester@rte.ie)