

January 2016 Car Category

AUDIENCE	CPT (€)
Adults 15+	€7.77
Adults 15-24	€108.11
Adults 15-34	€45.87
Adults 25-44	€33.90
Adults ABC1	€25.74
Men 15+	€19.30
Men 15-34	€110.10
Men ABC1	€63.23
Women 15+	€13.02
Women 15-34	€78.65
Women 25-44	€64.46
Women ABC1	€43.54
Housekeepers	€13.21
HK with Kids	€58.22
HK ABC1	€46.59
Children	€16.49
Adults 18-34	€50.66
Men 18-34	€120.71
Women 18-34	€87.34

***Update: Market price now applies to the car category for January 2016 - Effective from 12 noon, Thursday 24th December

Short Term Price against the Car Category

Effective from 12 noon, Thursday 17th December

Note: Any change in campaign details including short term buying strategy changes, late/additional monies, changes in commercial length, audience or date must be put in writing.

All changes or amendments to campaigns 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:

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