

January 2017 Car Category

AUDIENCE	CPT (€)
Adults 15+	€8.19
Adults 15-24	€125.18
Adults 15-34	€51.93
Adults 25-44	€37.36
Adults ABC1	€27.38
Men 15+	€20.33
Men 15-34	€128.53
Men ABC1	€66.72
Women 15+	€13.72
Women 25-44	€72.42
Women ABC1	€46.46
Housekeepers	€13.83
HK with Kids	€61.98

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:

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