

January 2018 Car Category

AUDIENCE	CPT (€)
Adults 15+	€8.57
Adults 15-24	€128.89
Adults 15-34	€54.09
Adults 25-44	€39.25
Adults ABC1	€28.54
Men 15+	€21.26
Men 15-34	€133.86
Men ABC1	€69.60
Women 15+	€14.35
Women 25-44	€76.24
Women ABC1	€48.40
Housekeepers	€14.52
HK with Kids	€64.93

Short term price for cars effective from 5pm Monday 18th December 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

Due to the strong investment from the Supermarket Category from 1st-24th December, RTÉ TV Sales will not be in a position to accept any additional revenue or any Spot Buys for this Category from 1st – 24th December, effective immediately. We apologise for any inconvenience this may cause.

Please contact a member of the Implementation Team with any queries or if you wish to make any changes to campaigns already booked.