

## TV Short-Term Incentivized Price | August 2020

RTÉ are announcing a short-term incentivised price for August 2020 which will apply to all bookings received by close of play Wednesday 1st July.

Price is 10% less than published AB pricing for All Trading audiences as below:

|               |         |
|---------------|---------|
| Adults 15+    | €6.55   |
| Adults 15-24  | €125.17 |
| Adults 15-34  | €54.25  |
| Adults 25-44  | €37.20  |
| Adults ABC1   | €21.29  |
| Men 15+       | €14.45  |
| Men 15-34     | €121.00 |
| Men ABC1      | €49.99  |
| Women 15+     | €11.97  |
| Women 25-44   | €60.50  |
| Women ABC1    | €37.14  |
| Housekeepers  | €10.77  |
| HK with Kids  | €64.77  |
| Children 4-14 | €17.41  |
| Adults 18-34  | €64.45  |
| Men 18-34     | €139.90 |

### PLEASE NOTE:

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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