

Supermarket Category 1st-24th December

Due to unprecedented demand for the Supermarket Category on TV, in the pre-Christmas period, Market Rate will apply for any additional revenue or for any changes or amendments for the category from the 1st-24th December.

RTÉ Media Sales will not be in a position to accept any additional revenue against spot buys for the category for this period, with immediate effect.

Please contact a member of the Implementation Team with any queries you might have on additional budget or amendments you may wish to make to current bookings before sending in new/revised Caria's.

Many thanks,

RTÉ Media Sales

TV Short Term Pricing December 2018 Supermarket Category

Audience	1st – 24th Dec
Adults 15+	€12.46
Adults 15-24	€187.51
Adults 15-34	€93.19
Adults 25-44	€63.06
Adults ABC1	€46.34
Men 15+	€28.98
Men 15-34	€223.72
Men ABC1	€116.56
Women 15+	€21.85
Women 25-44	€109.23
Women ABC1	€76.90
Housekeepers	€21.84
HK with Kids	€104.66
Adults 18-34	€107.19
Men 18-34	€274.68