

# RTE Media Sales

AV.

## Split Pricing December 2018

Audience	1st – 24th Dec	26th – 31st Dec
Adults 15+	€10.83	€7.68
Adults 15-24	€163.06	€115.62
Adults 15-34	€81.03	€57.46
Adults 25-44	€54.83	€38.88
Adults ABC1	€40.29	€28.57
Men 15+	€25.20	€17.87
Men 15-34	€194.54	€137.95
Men ABC1	€101.35	€71.87
Women 15+	€19.00	€13.47
Women 24-44	€94.98	€67.35
Women ABC1	€66.87	€47.42
Housekeepers	€18.99	€13.47
Hk with Kids	€91.01	€64.53
Children 4-14	€22.49	€15.95
Toys & Games	N/A	N/A
Adults 18-34	€93.21	€66.10
Men 18-34	€238.85	€169.37

### T's & C's

26th-31st Dec CPT's will not apply to:

- Campaigns that are running for 4 days or less
- Insurance or Motor Categories
- Any retailers advertising Sales
- Split Pricing will not apply to the supermarket category