

# RTE Media Sales

AV.

## Split Pricing December 2014

Audience	1st – 21st Dec	22nd – 31st Dec
Adults 15+	€8.32	€6.38
Adults 15-24	€104.33	€60.18
Adults 15-34	€50.30	€30.04
Adults 25-44	€35.08	€22.46
Adults ABC1	€31.76	€23.31
Men 15+	€20.74	€14.89
Men 15-34	€122.93	€69.21
Men ABC1	€80.14	€54.38
Women 15+	€13.90	€11.14
Women 15-34	€84.86	€56.08
Women 24-44	€58.21	€39.50
Women ABC1	€52.60	€41.29
Housekeepers	€14.13	€11.71
Hk with Kids	€64.10	€46.03
Hk ABC1	€55.17	€44.76
Children	€17.64	€8.68
Adults 18-34	€59.45	€36.39
Men 18-34	€155.25	€87.41
Women 18-34	€95.39	€62.47

### T's & C's

The 22nd-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