

RTE Media Sales

AV.

Split Pricing December 2015

Audience	1st – 22nd Dec	23rd – 31st Dec
Adults 15+	€9.83	€6.13
Adults 15-24	€130.84	€81.64
Adults 15-34	€63.76	€39.78
Adults 25-44	€44.24	€27.60
Adults ABC1	€37.98	€23.70
Men 15+	€23.05	€14.38
Men 15-34	€154.23	€96.23
Men ABC1	€92.63	€57.79
Women 15+	€17.12	€10.68
Women 15-34	€109.42	€68.27
Women 24-44	€72.14	€45.01
Women ABC1	€64.40	€40.18
Housekeepers	€18.19	€11.35
Hk with Kids	€77.08	€48.09
Hk ABC1	€68.46	€42.71
Children	€20.84	€13.00
Adults 18-34	€75.51	€47.11
Men 18-34	€191.70	€119.61
Women 18-34	€124.68	€77.79

T's & C's

The 24th-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