

RTE Media Sales

AV.

Split Pricing December 2016

Audience	1st – 23rd Dec	24th – 31st Dec
Adults 15+	€10.11	€7.24
Adults 15-24	€149.29	€106.83
Adults 15-34	€72.03	€51.55
Adults 25-44	€49.18	€35.19
Adults ABC1	€37.06	€26.52
Men 15+	€23.65	€16.93
Men 15-34	€170.00	€121.65
Men ABC1	€90.39	€64.68
Women 15+	€17.66	€12.64
Women 15-34	€125.10	€89.52
Women 24-44	€84.31	€60.34
Women ABC1	€62.90	€45.01
Housekeepers	€17.27	€12.36
Hk with Kids	€80.51	€57.61
Hk ABC1	€66.85	€47.84
Adults 18-34	€82.81	€59.26
Men 18-34	€209.34	€149.81
Women 18-34	€137.09	€162.62

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