

RTE Media Sales

AV.

Split Pricing December 2017

Audience	1st – 24th Dec	25th – 31st Dec
Adults 15+	€10.18	€7.38
Adults 15-24	€155.30	€112.56
Adults 15-34	€76.40	€55.37
Adults 25-44	€51.27	€37.16
Adults ABC1	€38.01	€27.55
Men 15+	€23.73	€17.20
Men 15-34	€183.26	€132.82
Men ABC1	€96.29	€69.79
Women 15+	€17.85	€12.94
Women 24-44	€88.68	€64.27
Women ABC1	€63.05	€45.70
Housekeepers	€17.77	€12.88
Hk with Kids	€85.51	€61.98
Children 4-14	€21.37	€15.49
Toys & Games	N/A	N/A
Adults 18-34	€87.58	€63.48
Men 18-34	€224.37	€162.62

T's & C's

The 25th-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