

TV Split Pricing December 2019

Audience	1st - 24th Dec	26th - 31st Dec
Adults 15+	€11.61	€8.07
Adults 15-24	€179.46	€124.84
Adults 15-34	€94.67	€65.86
Adults 25-44	€63.18	€43.95
Adults ABC1	€41.55	€28.91
Men 15+	€27.87	€19.38
Men 15-34	€216.27	€150.45
Men ABC1	€109.57	€76.22
Women 15+	€19.89	€13.84
Women 24-44	€106.44	€74.04
Women ABC1	€66.78	€46.45
Housekeepers	€19.28	€13.41
HK with Kids	€101.69	€70.74
Children 4-14	€24.46	€17.01
Toys & Games	N/A	N/A
Adults 18-34	€111.58	€77.62
Men 18-34	€264.01	€183.66

TERMS & CONDITIONS

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 or Cable, Satellites and Telcos category