



**Cable TV - Rate Card #2: National Cable & Satellite Networks**

**55+ NETWORKS**

**Subscriber HH's: varies by network, see below**

**Type: 30-Sec "ROS" Run Of Schedule**

**Rotation: varies by network, see below**

**Rate Card Updated: 4/16/2025**

**National Cable & Satellite Full Coverage Rates: (left side of rate card)**

National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.

**National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)**

National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.

AMC	Full Coverage Rates			Affiliate Break Rates		
	63 million HHs	Feed: DUAL		17 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-2p	\$1,625	M-F	9a-2p	\$350
	M-F	2p-6p	\$3,000	M-F	2p-6p	\$450
	M-SU	6p-1a	\$5,250	M-SU	6p-1a	\$525
	M-SU	1a-6a	\$450	M-SU	1a-6a	\$75
	SA-SU	6a-6p	\$3,375	SA-SU	6a-6p	\$450
:15, :30, :60, :120 sec spots available			:30, :60 second spots available			
AMERICAN HEROES	Full Coverage Rates			Affiliate Break Rates		
	8.1 million HHs	Feed: SINGLE (EST)		4.7 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$425	M-SU	6a-9a	\$125
	M-F	9a-4p	\$625	M-F	9a-4p	\$200
	M-F	4p-8p	\$1,000	M-F	4p-8p	\$313
	M-SU *	8p-12m	\$1,375	M-SU	8p-12m	\$438
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$150
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$63
SA-SU	9a-8p	\$875	SA-SU	9a-8p	\$238	
:30, :60, :120 second spots available			:30, :60 second spots available			
ANIMAL PLANET	Full Coverage Rates			Affiliate Break Rates		
	57 million HHs	Feed: DUAL		18 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$1,500	M-SU	6a-9a	\$250
	M-F	9a-4p	\$3,000	M-F	9a-4p	\$438
	M-F	4p-8p	\$4,000	M-F	4p-8p	\$500
	M-SU	8p-12m	\$10,000	M-SU	8p-12m	\$875
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$250
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$125
SA-SU	9a-8p	\$5,000	SA-SU	9a-8p	\$450	
:15, :30, :60 & :120 second spots available			:30, :60 second spots available			
ANTENNA TV	Full Coverage Rates			Affiliate Break Rates		
	94 million HHs	Feed: DUAL		39 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$250	M-SU	6a-9a	\$75
	M-F	9a-3p	\$750	M-F	9a-3p	\$200
	M-F	3p-6p	\$750	M-F	3p-6p	\$200
	M-SU	6p-12m	\$625	M-SU	6p-12m	\$100
	M-SU	12m-2a	\$250	M-SU	12m-2a	\$75
	M-SU	2a-6a	\$188	M-SU	2a-6a	\$50
SA-SU	9a-6p	\$500	SA-SU	9a-6p	\$125	
:30, :60 second spots available			:30, :60 second spots available			

AXSTV	Full Coverage Rates			Affiliate Break Rates				
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>					
	M-SU	8a-5p	\$250					
	M-SU	5p-8p	\$313					
	M-SU	8p-11p	\$938					
	M-SU	11p-2a	\$220					
	M-SU	2a-4a	\$125					
:15, :30, :60 second spots available								
BUZZR	Full Coverage Rates			Affiliate Break Rates				
	40 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>					
	M-F	8a-4p	\$313					
	M-F	4p-8p	\$313					
	M-SU	8p-12m	\$250					
	M-SU	12m-3a	\$125					
	M-SU	3a-6a	\$50					
	SA-SU	10a-8p	\$250					
SA-SU	8p-12m	\$163						
:30, :60, :120 second spots available								
CATCHY COMEDY	Full Coverage Rates			Affiliate Break Rates				
 * formerly Decades	30 million HHs	Feed: DUAL		No Affiliate Rates Available				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>					
	M-F	6a-9a	\$63					
	M-F	9a-6p	\$250					
	M-SU	6p-12m	\$250					
	M-SU	12m-3a	\$63					
	M-SU	3a-6a	\$63					
	SA-SU	6a-9a	\$63					
	SA-SU	9a-6p	\$250					
	:30, :60 second spots available							
COZI	Full Coverage Rates			Affiliate Break Rates				
	106 million HHs	Feed: DUAL		63 million HHs	No Affiliate Rates Available			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>			<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$188	M-SU			6a-9a	\$125
	M-F	9a-5p	\$1,000	M-F			5p-8p	\$500
	M-F	5p-8p	\$1,000	M-F			8p-12m	\$500
	M-F	8p-12m	\$1,000	M-SU			12m-5a	\$125
	M-SU	12m-5a	\$188					
:30, :60, :120 second spots available			:30, :60 second spots available					
GAME SHOW	Full Coverage Rates			Affiliate Break Rates				
	72 million HHs	Feed: DUAL		21 million HHs	No Affiliate Rates Available			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>			<u>Hours</u>	<u>Rate</u>
	M-F	8a-3p	\$1,625	M-F			8a-3p	\$500
	M-F	3p-7p	\$2,625	M-F			3p-7p	\$538
	M-SU	7p-12m	\$2,750	M-SU			7p-12m	\$563
	M-SU	12m-4a	\$1,313	M-SU			12m-4a	\$188
	SA-SU	9a-7p	\$2,000	SA-SU			9a-7p	\$494
:15, :30, :60, :120, :180 second spots available			:30, :60, :120 second spots available					

GA FAMILY	Full Coverage Rates			Affiliate Break Rates		
	52 million HHs	Feed: SINGLE (EST)		11 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$400	M-F	6a-2p	\$113
	M-F	2p-6a	\$625	M-F	2p-6a	\$188
	M-F	6p-2a	\$688	M-F	6p-2a	\$200
	SA-SU	6a-8p	\$625	SA-SU	6a-8p	\$175
	SA-SU	8p-2a	\$713	SA-SU	8p-2a	\$225
M-SU	2a-6a	\$125	M-SU	2a-6a	\$25	
:30, :60, :120 second spots available			:30, :60 second spots available			
GA LIVING	Full Coverage Rates			Affiliate Break Rates		
	30 million HHs	Feed: SINGLE (EST)		24 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$88	M-F	6a-2p	\$25
	M-F	2p-6a	\$88	M-F	2p-6a	\$25
	M-F	6p-2a	\$88	M-F	6p-2a	\$25
	SA-SU	6a-8p	\$88	SA-SU	6a-8p	\$25
	SA-SU	8p-2a	\$88	SA-SU	8p-2a	\$25
M-SU	2a-6a	\$30	M-SU	2a-6a	\$13	
:30, :60, :120 second spots available			:30, :60 second spots available			
GET TV	Full Coverage Rates			Affiliate Break Rates		
	46 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9a	\$250			
	M-F	9a-7p	\$500			
	M-SU	7p-12m	\$500			
	M-SU	12m-6a	\$125			
SA-SU	9a-7p	\$500				
:15, :30, :60, :120 second spots available						
GRIT	Full Coverage Rates			Affiliate Break Rates		
	116 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9a	\$863			
	M-F	9a-6p	\$2,463			
	SA-SU	9a-6p	\$1,988			
	M-SU	6p-12m	\$1,825			
M-SU	12m-3a	\$688				
M-SU	3a-6a	\$500				
:30, :60 second spots available						
HALLMARK	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		28 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$3,750	M-F	6a-6p	\$563
	M-F	2p-6p	\$6,250	M-F	6p-1a	\$750
	M-F	6p-1a	\$8,750	SA-SU	6a-6p	\$625
	SA-SU	6a-6p	\$8,500	SA-SU	6p-1a	\$875
	SA-SU	6p-1a	\$17,500	M-SU	1a-6a	\$125
M-SU	1a-4a	\$5,000				
M-SU	4a-6a	\$1,000				
:30, :60 second spots available			:30, :60 second spots available			

HALLMARK FAMILY	Full Coverage Rates			Affiliate Break Rates		
	41 million HHs	Feed: SINGLE (EST)		1.2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$1,875	M-F	6a-6a	\$63
	M-F	2p-6p	\$2,125			
	SA-SU	6a-6p	\$2,750			
	M-F	6p-1a	\$2,500			
	SA-SU	6p-1a	\$3,000			
	M-SU	1a-6a	\$500			
	:30, :60 second spots available			:30, :60 second spots available		
HALLMARK MYSTERY	Full Coverage Rates			Affiliate Break Rates		
	59 million HHs	Feed: DUAL		10 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$450	M-F	6a-6p	\$625
	M-F	2p-6p	\$500	M-F	6p-1a	\$750
	SA-SU	6a-6p	\$550	SA-SU	6a-6p	\$688
	M-F	6p-1a	\$550	SA-SU	6p-1a	\$875
	SA-SU	6p-1a	\$625	M-SU	1a-6a	\$125
	M-SU	1a-6a	\$163			
* formerly Hallmark Movie	:30, :60 second spots available			:30, :60 second spots available		
HEROES & ICONS	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-9a	\$375			
	M-F	9a-6p	\$1,250			
	M-SU	6p-12m	\$1,250			
	M-SU	12m-3a	\$250			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$250			
	SA-SU	9a-6p	\$1,250			
	:30, :60 second spots available					
HGTV	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		18 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-9a	\$3,750	M-F	7a-9a	\$813
	M-F	9a-3p	\$7,250	M-F	9a-3p	\$1,500
	M-F	3p-6p	\$9,250	M-F	3p-6p	\$1,875
	M-SU	6p-8p	\$10,750	M-SU	6p-8p	\$2,125
	M-SU *	8p-9p	\$30,000	M-SU	8p-9p	\$3,500
	* w/late night mirror from 3a-4a			* w/late night mirror from 3a-4a		
	M-SU*	9p-12m	\$31,250	M-SU	9p-12m	\$3,500
	* w/late night mirror from 12m-3a			* w/late night mirror from 12m-3a		
	M-F	4-7a	\$2,250	M-F	4-7a	\$1,000
	SA-SU	7a-1p	\$10,000	SA-SU	7a-1p	\$2,000
	SA-SU	1p-8p	\$14,500	SA-SU	1p-8p	\$2,500
	:30, :60, :120 second spots available			:30, :60 second spots available		
HISTORY	Full Coverage Rates			Affiliate Break Rates		
	86 million HHs	Feed: DUAL		25 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$4,500	M-F	8a-4p	\$625
	M-F	4p-8p	\$11,250	M-F	4p-8p	\$875
	M-F	7a-8a	\$750	M-F	7a-8a	\$125
	M-SU	8p-12m	\$17,550	M-SU	8p-12m	\$1,625
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
SA-SU	7a-12n	\$8,500	SA-SU	7a-12n	\$750	
SA-SU	12n-8p	\$9,563	SA-SU	12n-8p	\$875	
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		

INSPIRATION	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-3p	\$1,938			
	M-F	3p-7p	\$2,150			
	M-F	7p-12m	\$2,375			
	M-F	12m-4a	\$1,063			
	SA-SU	9a-3p	\$2,250			
	SA-SU	3p-7p	\$2,500			
	SA-SU	7p-12m	\$2,500			
	SA-SU	12m-2a	\$1,063			
SU	7a-9a	\$875				
:15, :30, :60, :75, :120, :150, :180, :240 second spots available						
LIFETIME	Full Coverage Rates			Affiliate Break Rates		
	82 million HHs	Feed: DUAL		35 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-8a	\$250	M-F	7a-8a	\$250
	M-F	8a-4p	\$3,500	M-F	8a-4p	\$500
	M-F	4p-8p	\$5,500	M-F	4p-8p	\$650
	M-SU *	6p-12m	\$8,450	M-SU *	8p-12m	\$1,188
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	12n-8p	\$4,930	SA-SU	12n-8p	\$1,125
:15, :30, :60, :90 second spots available			:15, :30, :60 second spots available			
MAGNOLIA	Full Coverage Rates			Affiliate Break Rates		
	61 million HHs	Feed: DUAL		18 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-9a	\$500	M-F	7a-9a	\$75
	M-F	9a-4p	\$1,000	M-F	9a-4p	\$138
	M-F	4p-6p	\$1,625	M-F	4p-6p	\$200
	M-F	6p-8p	\$2,125	M-F	6p-8p	\$263
	M-SU	8p-12m	\$4,900	M-SU	8p-12m	\$625
	SA-SU	7a-1p	\$2,875	SA-SU	7a-1p	\$438
SA-SU	1p-8p	\$2,227	SA-SU	1p-8p	\$438	
* formerly DIY	:30, :60, :120 second spots available			:30, :60 second spots available		
ME-TV	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-9a	\$2,500			
	M-F	9a-6p	\$5,625			
	M-F	9a-1p	\$5,000			
	M-F	1-6p	\$6,250			
	M-SU	6p-12m	\$5,500			
	M-SU	12m-3a	\$1,500			
	M-SU	3a-6a	\$750			
	SA-SU	6a-9a	\$1,250			
SA-SU	9a-6p	\$6,250				
:30, :60 second spots available						
MILITARY HISTORY	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs			1 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$88	M-F	8a-8p	\$25
	M-F	4p-8p	\$100	M-SU	8p-12m	\$25
	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25
	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13
M-SU	4a-6a	\$100				
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available		

<b>MOVIES!</b>	<b>Full Coverage Rates</b>			<b>Affiliate Break Rates</b>		
	<b>34 million HHs</b>		<b>Feed: DUAL</b>			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-9a	\$250			
	M-F	9a-6p	\$625			
	M-SU	6p-12m	\$500			
	M-SU	12m-3a	\$188			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$188			
	SA-SU	9a-6p	\$500			
	:30, :60 second spots available					
<b>No Affiliate Rates Available</b>						
<b>NICK @ NITE</b>	<b>Full Coverage Rates</b>			<b>Affiliate Break Rates</b>		
	<b>99 million HHs</b>					
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	8p-1a	\$9,563			
	M-SU	1a-4a	\$8,500			
	M-SU	4a-6a	\$7,500			
	M-SU	6a-7a	\$5,500			
	:30, :60 second spots available					
<b>No Affiliate Rates Available</b>						
<b>RETRO TV</b>	<b>Full Coverage Rates</b>			<b>Affiliate Break Rates</b>		
	<b>88 million HHs</b>		<b>Feed: SINGLE (EST)</b>			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	8a-4p	\$92			
	M-F	4p-7p	\$86			
	M-SU	7p-10p	\$104			
	M-SU	10p-12m	\$97			
	M-SU	12m-6a	\$35			
	SA	8a-1p	\$94			
	SA-SU	1p-7p	\$90			
	M-SU	6a-6a	\$70			
	:15, :30, :60, :120 second spots available					
<b>No Affiliate Rates Available</b>						
<b>START TV</b>	<b>Full Coverage Rates</b>			<b>Affiliate Break Rates</b>		
	<b>78 million HHs</b>		<b>Feed: DUAL</b>			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-9a	\$500			
	M-F	9a-6p	\$1,250			
	M-SU	6p-12m	\$1,250			
	M-SU	12m-3a	\$250			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$375			
	SA-SU	9a-6p	\$1,250			
	:30, :60 second spots available					
<b>No Affiliate Rates Available</b>						
<b>THE NEST</b>	<b>Full Coverage Rates</b>			<b>Affiliate Break Rates</b>		
	<b>100 million HHs</b>		<b>Feed: DUAL</b>			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	9a-4p	\$313			
	M-F	4p-8p	\$375			
	M-SU	8p-1a	\$375			
	M-SU	1a-5a	\$63			
	SA-SU	12n-8p	\$313			
	M-SU	5a-9a	\$38			
SA-SU	9a-12n	\$38				
	:30, :60, :120 second spots available					
<b>No Affiliate Rates Available</b>						

THIS TV	Full Coverage Rates			Affiliate Break Rates		
	100 million HHs			38 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	5a-9a	\$188	M-SU	5a-9a	\$25
	M-SU	9a-6p	\$438	M-SU	9a-6p	\$50
	M-SU	6p-12m	\$438	M-SU	6p-12m	\$50
	M-SU	12m-5a	\$105	M-SU	12m-5a	\$25
	:30, :60 second spots available			:30, :60 second spots available		
TRAVEL	Full Coverage Rates			Affiliate Break Rates		
	76 million HHs		Feed: DUAL	15 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138
	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450
	M-F	3p-6p	\$2,500	M-F	3p-6p	\$125
	M-F	6p-8p	\$2,750	M-F	6p-8p	\$713
	M-SU	8p-12m *	\$6,750	M-SU	8p-12m *	\$750
		* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a	
SA-SU	7a-8p	\$3,500	SA-SU	7a-8p	\$600	
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available		
TV LAND	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs		Feed: DUAL	36 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	7p-2a	\$7,250	M-SU	7p-2a	\$750
	M-SU	2a-4a	\$1,500	M-SU	2a-4a	\$625
	M-SU	4a-6a	\$800	M-SU	4a-6a	\$1,250
	SA-SU	6a-7p	\$4,750	SA-SU	6a-7p	\$250
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
WEATHER	Full Coverage Rates			Affiliate Break Rates		
	75 million HHs		Feed: SINGLE (EST)	31 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	4a-5a	\$1,250	M-SU	4a-5a	\$63
	M-F	5a-7a	\$2,500	M-F	5a-7a	\$250
	M-F	7a-7p	\$3,000	M-F	7a-7p	\$375
	M-SU	7p-10p	\$7,500	M-SU	7p-10p	\$625
		* w/2 mirrors from 10p-11p and 1a-2a			* w/2 mirrors from 10p-11p and 1a-2a	
	SA-SU	5a-7a	\$10,000	SA-SU	5a-7a	\$625
		* w/2 mirrors from 7a-9a and 9a-11a			* w/2 mirrors from 7a-9a and 9a-11a	
	SA-SU	11a-2p	\$5,000	SA-SU	11a-2p	\$625
SA-SU	2p-7p	\$3,500	SA-SU	2p-7p	\$313	
	:60, :120 second spots available			:60, :120 second spots available		

**NOTES**

- National Cable & Satellite Full Coverage Rates: (left side of rate card)  
National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.
- National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)  
National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.
- All rates include a Free Infrastructure Review.
- Clients must approve all final schedules prior to placement.
- All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time. Fixed time slots and specific tv shows are available by custom quote.
- All network placement is subject to availability at the time of placement.
- All placements after November 15 may be subject to potential rate increase of +25%.
- All rates subject to change without written or published notice.
- Rates listed above are for 30-sec spots. 60-sec spots are usually double the cost of 30-sec spots but some exceptions may apply. 15-sec spots must be custom quoted, are not necessarily half the cost of 30-sec spots and are subject to being "piggybacked" and/or "bookended" at any time by the network.
- Live sporting events are not included in pricing however custom quotes are available upon request.



**Thank You for Choosing National Media Spots, Inc.**

**We Appreciate Your Business!**

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