



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

**SPANISH 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.

BEIN SPORTS	Full Coverage Rates			Affiliate Break Rates			
	41 million HHs		Feed: SINGLE (EST)				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-F	6a-10a	\$18				
	M-F	10a-3p	\$148				
	M-F	3p-7p	\$188				
	M-F	7p-11p	\$188				
	M-F	11p-2a	\$118				
SA-SU	6a-12m	\$650					
:15, :30, :60, :120 second spots available							
<b>No Affiliate Rates Available</b>							
BEIN SPORTS N	Full Coverage Rates			Affiliate Break Rates			
	50 million HHs		Feed: SINGLE (EST)				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-F	6a-10a	\$13				
	M-F	10a-3p	\$145				
	M-F	3p-7p	\$365				
	M-F	7p-11p	\$388				
	M-F	11p-2a	\$113				
SA-SU	6a-12m	\$870					
:15, :30, :60, :120 second spots available							
<b>No Affiliate Rates Available</b>							
BEIN SPORTS XTRA	Full Coverage Rates			Affiliate Break Rates			
	6 million HHs		Feed: SINGLE (EST)				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-F	6a-10a	\$13				
	M-F	10a-3p	\$138				
	M-F	3p-7p	\$150				
	M-F	7p-11p	\$163				
	M-F	11p-2a	\$138				
SA-SU	6a-12m	\$150					
:15, :30, :60, :120 second spots available							
<b>No Affiliate Rates Available</b>							
CNN ESPANOL	Full Coverage Rates			Affiliate Break Rates			
	23 million HHs		Feed: SINGLE (EST)			2 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-10a	\$213		M-SU	6a-12n	\$38
	M-SU	10a-3p	\$275		M-SU	12n-6p	\$38
	M-SU	3p-7p	\$275		M-SU	6p-12m	\$38
	M-SU	7p-11p	\$313		M-SU	12m-6a	\$38
	M-SU	11p-3a	\$175				
	SA-SU	6a-1p	\$125				
	SA-SU	1p-7p	\$138				
	SA-SU	7p-11p	\$150				
	SA-SU	11p-6a	\$138				
	:30, :60, :90, :120 second spots available				:30, :60 second spots available		

DISCOVERY EN ESPAÑOL	Full Coverage Rates			Affiliate Break Rates		
	65 million HHs	Feed: SINGLE (EST)		33 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-7a	\$100	M-F	6a-7a	\$50
	M-F	9a-3p	\$188	M-F	9a-3p	\$94
	M-F	3p-7p	\$313	M-F	3p-7p	\$156
	M-SU	7p-11p	\$625	M-SU	7p-11p	\$219
	M-SU	11p-3a	\$375	M-SU	11p-3a	\$188
	SA-SU	9a-7p	\$313	SA-SU	9a-7p	\$158
	* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available	
DISCOVERY FAMILIA	Full Coverage Rates			Affiliate Break Rates		
	32 million HHs	Feed: SINGLE (EST)		16 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$25	M-SU	6a-9a	\$13
	M-SU	9a-3p	\$88	M-SU	9a-3p	\$75
	M-SU	3p-7p	\$100	M-SU	3p-7p	\$50
	M-SU	7p-11p	\$150	M-SU	7p-11p	\$75
	M-SU	11p-3a	\$100	M-SU	11p-3a	\$44
	SA-SU	9a-7p	\$88	SA-SU	9a-7p	\$63
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available		
ESPN DEPORTES	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs	Feed: SINGLE (EST)		2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$338	M-F	6a-6p	\$125
	M-SU	6p-12m	\$1,125	M-SU	6p-12m	\$250
	M-SU	12m-3a	\$450	M-SU	12m-3a	\$188
	SA-SU	6a-12n	\$900	SA-SU	6a-12n	\$375
	SA-SU	12n-6p	\$1,125	SA-SU	12n-6p	\$500
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$50
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
ESTRELLA TV	Full Coverage Rates			Affiliate Break Rates		
	30 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-9a	\$175			
	M-F	9a-3p	\$363			
	M-F	3p-7p	\$575			
	M-F	7p-11p	\$2,375			
	SA-SU	12n-7p	\$463			
	SA-SU	7p-11p	\$1,875			
	M-F	11p-2a	\$550			
SA-SU	11p-2a	\$550				
	:30, :60, :120 second spots available					
FOX DEPORTES	Full Coverage Rates			Affiliate Break Rates		
	15 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-5p	\$113			
	M-SU	5p-11p	\$288			
	M-SU	11p-2a	\$125			
	M-SU	2a-4a	\$25			
SA-SU	7a-5p	\$225				
	:30, :60, :120 second spots available					

GALAVISION	Full Coverage Rates			Affiliate Break Rates		
	65 million HHs			28 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-9a	\$875	M-SU	6a-10a	\$125
	M-F	9a-3p	\$1,250	M-SU	10a-4p	\$200
	M-F	3p-7p	\$2,000	M-SU	4p-7p	\$250
	M-SU	7p-12m	\$3,250	M-SU	7p-11p	\$375
	M-SU	12m-3a	\$1,000	M-SU	11p-3a	\$175
	M-SU	3a-6a	\$188	M-SU	3a-6a	\$25
	SA-SU	9a-7p	\$1,500			
	:30, :60 second spots available			:30, :60 second spots available		
HISTORY EN ESPAÑOL	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs		Feed: SINGLE (EST)	2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	4a-6a	\$13	M-F	6a-4p	\$13
	M-F	8a-4p	\$88	M-F	4p-8p	\$25
	M-F	4p-8p	\$125	M-SU	8p-12a	\$63
	M-SU	8p-12a	\$163			
		* w/late night mirror from 12m-4a				
	SA-SU	8a-12n	\$100	SA-SU	6a-12n	\$13
SA-SU	12n-8p	\$138	SA-SU	12n-8p	\$38	
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available		
LATV	Full Coverage Rates			Affiliate Break Rates		
	62 million HHs		Feed: SINGLE (EST)	No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	9a-12n	\$175			
	M-F	12n-4p	\$250			
	M-F	4p-7p	\$300			
	M-SU	7p-11p	\$925			
	M-SU	11p-2a	\$438			
	SA-SU	12p-7p	\$325			
	:30, :60 second spots available					
MEGA TV	Full Coverage Rates			Affiliate Break Rates		
	0.6 million HHs		Feed: SINGLE (EST)	No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-5p	\$38			
	M-F	5p-11p	\$75			
	SA-SU	6p-11p	\$50			
	M-F	11p-2a	\$38			
	:30, :60, :120 second spots available					
NAT GEO MUNDO	Full Coverage Rates			Affiliate Break Rates		
	6 million HHs		Feed: SINGLE (EST)	1 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-3p	\$38	M-F	7a-3p	\$13
	M-F	3p-7p	\$75	M-F	3p-6p	\$25
	M-SU	7p-11p	\$150	M-SU	6p-11p	\$63
	M-SU	11p-2a	\$113	M-SU	11p-2a	\$25
	SA-SU	6p-6a	\$100	SA-SU	7a-6p	\$38
	M-SU	2a-6a	\$25			
	:30, :60 second spots available			:30, :60 second spots available		

	<b>Full Coverage Rates</b> <b>62 million HHs</b> <b>Feed: DUAL</b> <table border="1"> <thead> <tr> <th>Daypart</th> <th>Hours</th> <th>Rate</th> </tr> </thead> <tbody> <tr> <td>M-F</td> <td>6a-10a</td> <td>\$2,500</td> </tr> <tr> <td>M-F</td> <td>1030a-3p</td> <td>\$5,000</td> </tr> <tr> <td>M-F</td> <td>3p-7p</td> <td>\$7,000</td> </tr> <tr> <td>M-SU</td> <td>7p-11p</td> <td>\$10,500</td> </tr> <tr> <td>M-SU</td> <td>11p-2a</td> <td>\$3,750</td> </tr> <tr> <td>SA-SU</td> <td>1130a-7p</td> <td>\$4,500</td> </tr> </tbody> </table> :30, :60 second spots available	Daypart	Hours	Rate	M-F	6a-10a	\$2,500	M-F	1030a-3p	\$5,000	M-F	3p-7p	\$7,000	M-SU	7p-11p	\$10,500	M-SU	11p-2a	\$3,750	SA-SU	1130a-7p	\$4,500	<b>Affiliate Break Rates</b>  <p style="text-align: center;">No Affiliate Rates Available</p>																					
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UNIVISION	Full Coverage Rates			Affiliate Break Rates
	120 million HHs	Feed: DUAL		<b>No Affiliate Rates Available</b>
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$6,600	
	M-SU	9a-4p	\$8,000	
	M-SU	4p-7p	\$10,600	
	M-SU	7p-12m	\$15,800	
	M-SU	12m-3a	\$6,000	
	M-SU	3a-6a	\$1,000	
	SA-SU	9a-7p	\$9,000	
:30, :60 & :120 second spots available				

**NOTES**

1. 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.
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3. All rates include a Free Infrastructure Review.
4. Clients must approve all final schedules prior to placement.
5. 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.
6. All network placement is subject to availability at the time of placement.
7. All placements after November 15 may be subject to potential rate increase of +25%.
- 8: All rates subject to change without written or published notice.
9. 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.
10. 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!**  
**888-579-8088**  
**www.nationalmediaspots.com**  
**media@nationalmediaspots.com**