



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

WOMEN'S 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.

ASPiRE	Full Coverage Rates			Affiliate Break Rates		
	38 million HHs	Feed: SINGLE (EST)		<p align="center">No Affiliate Rates Available</p>		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-12n	\$213			
	M-F	12n-6p	\$300			
	M-F	6p-1a	\$350			
	M-F	1a-6a	\$238			
	SA-SU	6a-12n	\$250			
	SA-SU	12n-6p	\$375			
	SA-SU	6p-1a	\$450			
	SA-SU	1a-6a	\$250			
:30, :60 & :120 second spots available						
BBC AMERICA	Full Coverage Rates			Affiliate Break Rates		
	76 million HHs	Feed: DUAL		30 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-2p	\$750	M-F	6a-2p	\$175
	M-F	2p-6p	\$1,438	M-F	2p-6p	\$300
	M-SU	6p-12m	\$3,625	M-SU	6p-12m	\$350
	* w/late night mirror from 12m-6a			* w/late night mirror from 12m-6a		
	SA-SU	6a-6p	\$1,813	SA-SU	6a-6p	\$300
	:15, :30, :60, :120 second spots available				:30, :60 second spots available	
BETHer	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: DUAL		<p align="center">No Affiliate Rates Available</p>		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$175			
	M-F	10a-3p	\$450			
	M-F	3p-7p	\$450			
	M-F	7p-11p	\$800			
	M-F	11p-2a	\$500			
	M-F	2a-4a	\$175			
	M-F	4a-6a	\$125			
	SA-SU	6a-9a	\$163			
SA-SU	9a-6p	\$350				
SA-SU	6p-11p	\$625				
* formerly Centric	:30, :60 second spots available					

BRAVO	Full Coverage Rates			Affiliate Break Rates		
	84 million HHs	Feed: DUAL		23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-8a	\$1,750	M-SU	6a-8a	\$150
	M-F	8a-3p	\$3,125	M-F	8a-3p	\$375
	M-F	3p-7p	\$6,500	M-F	3p-7p	\$625
	M-SU	7p-2a	\$12,500	M-SU	7p-2a	\$700
	SA-SU	8a-7p	\$6,750	SA-SU	8a-7p	\$650
M-SU	2a-6a	\$750	M-SU	2a-6a	\$100	
:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available			
CHARGE	Full Coverage Rates			Affiliate Break Rates		
	105 million HHs	Feed: DUAL		<p align="center">No Affiliate Rates Available</p>		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	3a-5a	\$38			
	M-SU	5a-10a	\$63			
	M-F	8a-4p	\$750			
	M-F	4p-8p	\$1,000			
	M-SU	8p-1a	\$1,000			
	M-SU	1a-3a	\$200			
	SA-SU	5a-12n	\$63			
	SA-SU	12n-8p	\$750			
:30, :60, :120 second spots available						
COOKING	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		15 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$688	M-F	7a-3p	\$250
	M-F	3p-6p	\$1,375	M-F	3p-6p	\$313
	M-F	6p-8p	\$1,750	M-F	6p-8p	\$375
	M-SU	8p-12m	\$3,250	M-SU	8p-12m	\$700
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$188
SA-SU	7a-8p	\$1,500	SA-SU	7a-8p	\$375	
:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available			
DISCOVERY FAMILY	Full Coverage Rates			Affiliate Break Rates		
	27 million HHs	Feed: SINGLE (EST)		8 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-9a	\$63	M-F	6a-9a	\$63
	M-F	9a-5p	\$113	M-F	9a-5p	\$88
	M-F	5p-7p	\$225	M-F	5p-7p	\$125
	M-SU	7p-12m	\$313	M-SU	7p-12m	\$188
	M-SU	12m-6a	\$25	M-SU	12m-6a	\$50
SA-SU	6a-7p	\$188	SA-SU	6a-7p	\$163	
* formerly Discovery Kids	:30, :60, :120 second spots available			:30, :60 second spots available		
DISCOVERY LIFE	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs	Feed: SINGLE (EST)		26 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$175	M-SU	6a-9a	\$100
	M-F	9a-4p	\$375	M-F	9a-4p	\$138
	M-F	4p-8p	\$563	M-F	4p-8p	\$150
	M-SU *	8p-12m	\$938	M-SU	8p-12m	\$175
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$63
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$60
SA-SU	9a-8p	\$725	SA-SU	9a-8p	\$150	
* formerly Discovery Health & Fitness	:15, :30, :60, :120, :300 second spots available			:15, :30, :60 second spots available		

E!	Full Coverage Rates			Affiliate Break Rates		
	88 million HHs	Feed: DUAL		19 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-12n	\$1,625	M-F	6a-12n	\$500
	M-F	12n-6p	\$3,550	M-F	12n-6p	\$500
	M-SU	6p-12m	\$15,500	M-SU	6p-12m	\$1,250
	M-SU	12m-4a	\$4,275	M-SU	12m-4a	\$375
	M-SU	4a-6a	\$250	M-SU	4a-6a	\$125
SA-SU	6a-6p	\$3,060	SA-SU	6a-6p	\$625	
:30, :60, :120 second spots available			:30, :60 second spots available			
FOOD	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		12 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-3p	\$3,625	M-F	8a-3p	\$800
	M-F	3p-6p	\$8,750	M-F	3p-6p	\$1,100
	M-F	6p-8p	\$10,200	M-F	6p-8p	\$1,425
	M-SU	8p-12m	\$13,650	M-SU	8p-12m	\$1,950
	* w/late night mirror from 12m-4a			M-SU	12m-5a	\$350
M-F	4a-5a	\$900	SA-SU	7a-8p	\$1,550	
SA-SU	7a-8p	\$6,800				
:15, :30, :60, :120 second spots available			:30, :60 second spots available			
FREEFORM	Full Coverage Rates			Affiliate Break Rates		
	58 million HHs	Feed: DUAL		29 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-6p	\$3,375	M-F	7a-6p	\$375
	M-SU	6p-12m	\$11,250	M-SU	6p-12m	\$0
	M-SU	12m-2a	\$4,000	M-SU	12m-2a	\$0
SA-SU	7a-6p	\$9,000	SA-SU	7a-6p	\$0	
* formerly ABC Family	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
FYI	Full Coverage Rates			Affiliate Break Rates		
	30 million HHs	Feed: DUAL		21 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$1,125	M-F	8a-4p	\$188
	M-F	4p-8p	\$1,563	M-F	4p-8p	\$188
	M-SU	8p-12m	\$3,000	M-SU	8p-12m	\$188
	M-SU	4a-6a	\$188	M-SU	4a-6a	\$188
	SA-SU	7a-12n	\$1,375	SA-SU	7a-12n	\$188
SA-SU	12n-8p	\$1,875	SA-SU	12n-8p	\$188	
* formerly Biography	:30, :60 second spots available			:30, :60 second spots available		
GAC FAMILY	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		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	\$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			
GAC LIVING	Full Coverage Rates			Affiliate Break Rates		
	20 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	\$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			

HALLMARK	Full Coverage Rates			Affiliate Break Rates		
	65 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	\$4,000	M-F	6a-6p	\$563
	M-F	2p-6p	\$6,500	M-F	6p-1a	\$750
	M-F	6p-1a	\$7,500	SA-SU	6a-6p	\$625
	SA-SU	6a-6p	\$8,500	SA-SU	6p-1a	\$875
	SA-SU	6p-1a	\$10,000	M-SU	1a-6a	\$125
	M-SU	2a-4a	\$2,000			
	M-SU	4a-6a	\$1,250			
	: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			
* Formerly Hallmark Drama	: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 Movies	:30, :60 second spots available			: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		
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			

LIFETIME MOVIES	Full Coverage Rates			Affiliate Break Rates			
	57 million HHs	Feed: DUAL		20 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-4p	\$2,750	M-F	6a-4p	\$750	
	M-F	4p-8p	\$3,875	M-F	4p-8p	\$1,000	
	M-SU *	8p-12m	\$6,375	M-SU *	8p-12m	\$1,500	
	* w/late night mirror from 12m-6a		* w/late night mirror from 12m-6a				
	SA-SU	6a-8p	\$4,625	SA-SU	6a-8p	\$1,250	
	:15, :30, :60, :120 second spots available			:30, :60 second spots available			
LIFETIME REAL WOMEN	Full Coverage Rates			Affiliate Break Rates			
	10 million HHs	Feed: SINGLE (EST)		3 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-4p	\$50	M-F	6a-4p	\$13	
	M-F	4p-8p	\$80	M-F	4p-8p	\$13	
	M-SU *	8p-12m	\$75	M-SU	8p-12m	\$13	
	* w/late night mirror from 12m-4a		M-SU			12m-6a	\$13
	M-SU	4a-6a	\$30	SA-SU	6a-8p	\$13	
	SA-SU	6a-8p	\$55				
	:30, :60 second spots available			:30, :60 second spots available			
LOGO TV	Full Coverage Rates			Affiliate Break Rates			
	46 million HHs	Feed: DUAL		33 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-10a	\$125	M-F	6a-10a	\$50	
	M-F	10a-12n	\$188	M-F	10a-12n	\$150	
	SA-SU	6a-12n	\$200	M-F	12n-6p	\$163	
	M-F	12n-6p	\$250	M-SU	6p-8p	\$200	
	SA-SU	12n-6p	\$313	M-SU	8p-12m	\$225	
	M-SU	6p-8p	\$438	M-SU	12m-2a	\$150	
	M-SU	8p-12a	\$563	M-SU	2a-6a	\$25	
	M-SU	12a-2a	\$250	SA-SU	6a-12n	\$175	
			SA-SU	12n-6p	\$188		
* formerly VH1 Megahits	:30, :60, :120 second spots available			:30, :60, :120 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			
MTV	Full Coverage Rates			Affiliate Break Rates			
	78 million HHs	Feed: DUAL		20 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$500	M-SU	6a-11a	\$250	
	M-SU	9a-11a	\$1,625	M-SU	11a-3p	\$350	
	M-SU	11a-7p	\$3,000	M-SU	3p-6p	\$438	
	M-SU	7p-12m	\$9,625	M-SU	6p-12m	\$563	
	M-SU	12m-3a	\$2,250	M-SU	12m-3a	\$250	
	M-SU	3a-6a	\$375	M-SU	3a-6a	\$50	
	:30, :60 second spots available			:30, :60 second spots available			

MTV2	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		50 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-11a	\$375	M-SU	6a-11a	\$125
	M-SU	11a-3a	\$938	M-SU	11a-3a	\$188
	M-SU	3a-6a	\$188	M-SU	3a-6a	\$63
	:30, :60 second spots available			:30, :60 second spots available		
NICK @ NITE	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		30 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	8p-1a	\$9,563	M-SU	8p-12m	\$375
	M-SU	1a-4a	\$8,500	M-SU	12m-4a	\$250
	M-SU	4a-6a	\$7,500	M-SU	4a-6a	\$438
			\$5,500	M-SU	6a-7a	\$500
	:30, :60 second spots available			:30, :60 second spots available		
OPRAH WINFREY	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: DUAL		33 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	SA-SU	6a-9a	\$1,900	M-SU	6a-9a	\$225
	M-F	9a-4p	\$2,175	M-F	9a-4p	\$450
	M-F	4p-8p	\$2,400	M-F	4p-8p	\$475
	M-SU	8p-12m	\$6,875	M-SU	8p-12m	\$575
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$238
	SA-SU	9a-8p	\$2,550	M-SU	4a-6a	\$163
				SA-SU	9a-8p	\$475
	:30, :60, :120 second spots available			:30, :60, :120 second spots available		
OVATION	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-4p	\$125			
	M-SU	4p-8p	\$450			
	M-SU	8p-12m	\$935			
	M-SU	3p-9p	\$500			
	M-SU	12m-6a	\$125			
	M-SU	6a-12m	\$475			
	:30, :60, :120 second spots available					
OXYGEN	Full Coverage Rates			Affiliate Break Rates		
	72 million HHs	Feed: DUAL		23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-8a	\$875	M-F	6a-8a	\$100
	M-F	8a-3p	\$1,875	M-F	8a-3p	\$225
	M-F	3p-6p	\$2,375	M-F	3p-6p	\$250
	M-SU	6p-2a	\$5,000	M-SU	6p-2a	\$313
	M-SU	2a-3a	\$938	M-SU	2a-3a	\$75
	SA-SU	8a-6p	\$3,938	SA-SU	8a-6p	\$375
	M-SU	3a-6a	\$500	M-SU	3a-6a	\$50
	:30, :60, :120 second spots available			:30, :60 second spots available		
POP	Full Coverage Rates			Affiliate Break Rates		
	83 million HHs			17 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-12n	\$625	M-F	9a-12n	\$188
	M-F	12n-7p	\$1,375	M-F	12n-7p	\$375
	M-SU	7p-12m	\$2,250	M-SU	7p-12m	\$625
	M-SU	12m-3a	\$625	M-SU	12m-3a	\$188
	SA-SU	11a-7p	\$1,500	SA-SU	11a-7p	\$500
	M-F	6:30p-7p	\$2,250	M-F	6:30p-7p	\$750
	M-F	7p-8p	\$3,500	M-F	7p-8p	\$1,000
	:15, :30, :60, :75, :120, :300 sec spots available			:30, :60 second spots available		

* formerly TV Guide

REELZ	Full Coverage Rates			Affiliate Break Rates		
	55 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-12n	\$275			
	M-F	12n-3p	\$625			
	M-F	3p-7p	\$700			
	M-SU	7p-12m	\$1,625			
	M-SU	12m-2a	\$750			
	M-SU	2a-3a	\$150			
	SA-SU	6a-12n	\$450			
	SA-SU	12n-7p	\$950			
:30, :60 second spots available						
START TV	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<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					
TBS	Full Coverage Rates			Affiliate Break Rates		
	87 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-F	6a-3p	\$5,000	M-SU	6a-7p	\$1,000
	SA-SU	6a-3p	\$6,906	M-SU	7p-12m	\$1,750
	M-F	3p-6p	\$7,438	M-SU	12m-6a	\$250
	M-SU	6p-12m	\$11,200			
	M-SU	12m-3a	\$3,500			
	M-SU	3a-6a	\$750			
	:30 second spots available			:30 second spots available		
	THIS TV	Full Coverage Rates			Affiliate Break Rates	
	60 million HHs	Feed: SINGLE (EST)		36 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-4p	\$500	M-SU	9a-6p	\$50
	M-SU	4p-8p	\$500	M-SU	6p-12m	\$125
	M-SU	8p-12m	\$438	M-SU	12m-5a	\$50
	M-SU	12m-5a	\$105			
	SA-SU	5a-10a	\$49			
	SA-SU	10a-8p	\$280			
	:30, :60, :120 second spots available			:30, :60 second spots available		
TLC	Full Coverage Rates			Affiliate Break Rates		
	84 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-F	6a-9a	\$2,250	M-SU	6a-9a	\$250
	M-F	9a-4a	\$3,000	M-F	9a-4p	\$625
	M-F	4p-8p	\$6,250	M-F	4p-8p	\$750
	M-SU	8p-12m	\$9,030	M-SU	8p-12m	\$1,063
	M-SU	4a-6a	\$364	M-SU	12m-4a	\$338
	SA-SU	9a-8p	\$5,844	M-SU	4a-6a	\$150
				SA-SU	9a-8p	\$925
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available		

TNT	Full Coverage Rates			Affiliate Break Rates		
	86 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-3p	\$3,000	M-SU	6a-7p	\$750
	M-SU	3p-6p	\$4,250	M-SU	7p-12m	\$1,625
	M-SU	6p-12m	\$5,600	M-SU	12m-6a	\$375
	M-SU	12m-3a	\$2,000			
	M-SU	3a-6a	\$438			
	SA-SU	6a-3p	\$5,000			
	:30, :60, :90 & :120 second spots available			:30, :60, :90 & :120 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	\$1,250
	M-SU	2a-4a	\$1,500	M-SU	2a-4a	\$250
	M-SU	4a-6a	\$800	M-SU	4a-6a	\$188
	SA-SU	6a-7p	\$4,750	SA-SU	6a-7p	\$750
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
UP	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-12n	\$1,750			
	M-F	12n-4p	\$2,000			
	M-F	4p-7p	\$2,250			
	M-F	7p-12m	\$2,463			
	M-F	12m-3a	\$1,275			
	M-F	3am-7am	\$688			
	SA-SU	7a-2p	\$1,850			
	SA-SU	2p-7p	\$2,200			
	SA-SU	7p-12m	\$2,463			
	SA-SU	12m-3a	\$1,275			
SA-SU	3am-7am	\$688				
* formerly Gospel Music	:30, :60 & :120 second spots available					
USA	Full Coverage Rates			Affiliate Break Rates		
	88 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-F	6a-3p	\$4,000	M-F	6a-3p	\$313
	M-F	3p-6p	\$8,750	M-F	3p-6p	\$375
	M-SU	6p-2a	\$15,000	M-SU	6p-2a	\$750
	M-SU	2a-3a	\$2,500	SA-SU	6a-7a	\$63
	M-SU	3a-6a	\$450	SA-SU	9a-6p	\$500
	SA-SU	6a-6p	\$7,750	M-SU	2a-6a	\$63
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
VH1	Full Coverage Rates			Affiliate Break Rates		
	77 million HHs	Feed: DUAL		44 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-11a	\$1,500	M-SU	6a-11a	\$250
	M-SU	11a-7p	\$3,875	M-SU	11a-6p	\$400
	M-SU	7p-12m	\$9,000	M-SU	6p-12m	\$650
	M-SU	12m-3:30a	\$2,750	M-SU	12m-3a	\$175
M-SU	3:30a-6a	\$325	M-SU	3a-6a	\$125	
	:15, :30, :60, :75, :90, :120 sec spots available			:15, :30, :60, :75, :90, :120 sec spots available		

WE	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	10a-2p	\$1,438	M-F	10a-2p	\$350
	M-F	2p-6p	\$1,938	M-F	2p-6p	\$450
	M-SU	6p-1a	\$2,500	M-SU	6p-1a	\$450
	M-SU	1a-5a	\$400	M-SU	1a-5a	\$100
	SA-SU	10a-6p	\$3,000	SA-SU	10a-6p	\$400
:15, :30, :60, :120 second spots available			:30, :60 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.
2. 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.
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.



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