



Cable TV - Rate Card #3 - National Cable Interconnect
Subscriber HH's: up to 27 million
Type: 30-Sec ROS (Run of Schedule)
Rotation: Mon-Sun

TIER 1 Networks:

A&E	Adult Swim	AMC	Animal Planet	BET	Bravo	Cartoon	CNBC
CNN	Comedy Central	Discovery	Disney XD	E!	ESPN	Food	Fox News
Freeform	FS1	FX	Hallmark	HGTV	History	Lifetime	MSNBC
MTV	National Geographic	NFL	Nickelodeon	Nick@Nite	Paramount	TBS	TLC
TNT	Travel	Tru-TV	TV Land	USA	VH1		

TIER 2 Networks:

AHC	BBC America	Bloomberg	CBS Sports	CMT	CNN en Espanol	Cooking	Destination America
Discovery Familia	Discovery en Espanol	ESPN2	ESPN News	Fox Business	FS2	FX	FYI
GA Family	Galavision	Game Show	Golf	History en Espanol	HLN	Investigation Discovery	Lifetime Movie
Magnolia	MTV2	Nat Geo Wild	Universo	Outdoor	Ovation	OWN	Oxygen
POP	Science	SyFy	Tr3s	TV One	Unimas	Univision	ViceTV
WE	Weather						

TIER 3 Networks:

ASPiRE	AXS TV	BET her	Crime & Investigation	Discovery Family	Discovery Life	ESPN U	FX Movie
Hallmark Family	IFC	Logo	Military History	MLB	RFD-TV	Smithsonian	Sportsman
Sundance	Tennis						

Daytime (6am-6pm)			Prime (6pm-12m)		
<u>Tier 1</u> \$3,544	<u>Tier 2</u> \$1,260	<u>Tier 3</u> \$630	<u>Tier 1</u> \$5,275	<u>Tier 2</u> \$1,575	<u>Tier 3</u> \$788
Late Night (12m-3am)			Overnight (3am-6am)		
<u>Tier 1</u> \$1,103	<u>Tier 2</u> \$394	<u>Tier 3</u> \$198	<u>Tier 1</u> \$525	<u>Tier 2</u> \$276	<u>Tier 3</u> \$139

Where does this Interconnect Run?

DMA #	MARKET	HOUSEHOLDS	DMA #	MARKET	HOUSEHOLDS
1	NEW YORK, NY	694,605	71	ROANOKE-LYNCHBURG, VA	140,723
3	CHICAGO, IL	1,632,240	74	FLINT-SAGINAW-BAY CITY, MI	210,127
4	PHILADELPHIA, PA	2,111,325	77	ROCHESTR-MASON CITY-ASTIN, NY	4,612
6	ATLANTA, GA	1,090,116	80	TOLEDO, OH	12,411
7	HOUSTON, TX	791,026	84	CHATTANOOGA, TN	115,276
8	WASHINGTON, DC (HAGRSTWN)	1,691,080	86	COLORADO SPRINGS-PUEBLO, CO	132,332
9	BOSTON, MA (MANCHESTER, NH)	2,015,268	87	SAVANNAH, GA	122,732
10	SAN FRAN-OAK-SAN JOSE, CA	1,363,664	88	CHARLESTON, SC	125,431
12	SEATTLE-TACOMA, WA	1,143,522	90	CHAMPGN&SPRNGFLD-DECATR, IL	158,228
13	TAMPA-ST. PETE-SARASOTA, FL	197,698	91	EL PASO, TX (LAS CRUCES)	25,974
14	DETROIT, MI	847,842	94	BURLINGTON-PLATTSBURGH, VT	135,953
15	MINNEAPOLIS-ST. PAUL, MN	764,891	96	JACKSON, MS	100,771
16	DENVER, CO	629,670	99	SOUTH BEND-ELKHART, IN	108,574
18	MIAMI-FT. LAUDERDALE, FL	800,649	104	DAVENPORT-R.ISLAND-MOLINE, IA	31,123
19	CLEVELAND-AKRON, OH (CANTON)	31,344	105	TALLAHASSEE-THOMASVILLE, FL	98,251
20	SACRMNTO-STKTON-MODEST, CA	472,685	108	FT. WAYNE, IN	71,189
22	PORTLAND, OR	560,320	109	JOHNSTOWN-ALTOONA-STCLG, PA	136,764
25	INDIANAPOLIS, IN	439,024	110	AUGUSTA-AIKEN, ME	96,051
26	PITTSBURGH, PA	816,476	114	SPRINGFIELD-HOLYOKE, MA	194,480
27	NASHVILLE, TN	425,558	115	LANSING, MI	120,891
28	BALTIMORE, MD	829,301	116	YOUNGSTOWN, OH	54,021
29	SALT LAKE CITY, UT	322,480	119	EUGENE, OR	92,170
32	COLUMBUS, OH	35,420	122	PEORIA-BLOOMINGTON, AZ	94,530
34	HARTFORD & NEW HAVEN, CT	632,592	125	LAFAYETTE, LA	33,630
39	WEST PALM BEACH-FT. PIERCE, FL	479,247	127	MONTEREY-SALINAS, CA	89,545
41	JACKSONVILLE, FL	326,354	131	AMARILLO, TX	1,403
42	GRNDRAPIDS-KALMZOO-B.CRK, MI	271,100	135	SALISBURY, MD	89,520
43	HARRISBRG-LNCSTR-LEB-YORK, PA	393,638	138	ROCKFORD, IL	65,610
48	LOUISVILLE, KY	5,852	140	MONROE-EL DORADO, LA	53,528
49	ALBUQUERQUE-SANTA FE, NM	157,620	150	ERIE, PA	25,401
52	MEMPHIS, TN	192,016	153	PANAMA CITY, FL	44,140
53	FRESNO-VISALIA, CA	170,491	163	WHEELING-STEUBENVILLE, WV	54,050
55	FT. MYERS-NAPLES, FL	264,819	168	HATTIESBURG-LAUREL, MS	38,670
56	RICHMOND-PETERSBURG, VA	316,580	175	HARRISONBURG, PA	43,640
57	WILKESBRRE-SCRANTON-HZTN, PA	176,403	177	CHARLOTTESVILLE, VA	36,710
59	ALBANY-SCHENECTADY-TROY, NY	10,814	179	WATERTOWN, NY	35,987
60	LITTLE ROCK-PINE BLUFF, AR	156,067	184	BOWLING GREEN, KY	24,790
61	KNOXVILLE, TN	231,952	192	MERIDIAN, MS	17,290
67	SPOKANE, WA	121,150	Grand Total		26,649,427



NOTES:

1. All rates include **FREE** Infrastructure Review.
2. Clients must approve all final schedules prior to placement.
3. All rates subject to change without prior notice.
4. All networks are subject to availability at time of placement.
5. All placements after November 15, subject to potential rate increase of +25%.
6. All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time.
7. Rates listed are for 30-sec spots, 60-sec spots are double.
8. All spots are subject to content approval by network/platform prior to placement.
- 9: All rates subject to change without written or published notice.
10. The estimated clearance on this rate card is 80%.

Rate Card Updated: 4/16/2025



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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