



Cable TV - Rate Card #6 - National Cable Interconnect
 Subscriber HH's: up to 3.7 million
 Type: 30-Sec ROS (Run of Schedule)
 Rotation: Mon-Sun

- * You Choose Demographically Targeted Cluster & Time Block
- * Each Cluster Purchased Runs One Spot Per Network In That Cluster

ADULT CLUSTER = 5 networks

BBC America, Crime & Investigation, ID, National Geographic, News Nation	DAYPART	30-Sec	60-Sec
	6am-8am	\$875	\$1,750
	8am-4pm	\$1,325	\$2,650
	4pm-8pm	\$1,750	\$3,500
	8pm-2am	\$2,750	\$5,500
	2am-6am	\$500	\$1,000

ENTERTAINMENT CLUSTER = 7 networks

AHC, BBC America, Destination America, ID, MTV2, POP, Science	DAYPART	30-Sec	60-Sec
	6am-8am	\$688	\$1,375
	8am-4pm	\$1,125	\$2,250
	4pm-8pm	\$1,250	\$2,500
	8pm-2am	\$2,250	\$4,500
	2am-6am	\$288	\$575

LIFESTYLE CLUSTER = 5 networks

AWE, Cooking, Destination America, Hallmark, Magnolia	DAYPART	30-Sec	60-Sec
	6am-8am	\$1,125	\$2,250
	8am-4pm	\$1,375	\$2,750
	4pm-8pm	\$1,875	\$3,750
	8pm-2am	\$2,625	\$5,250
	2am-6am	\$438	\$875

FEMALE CLUSTER = 7 networks

BET her, Discovery Life, FYI, GA Family, Lifetime Real Women, POP, WE	DAYPART	30-Sec	60-Sec
	6am-8am	\$750	\$1,500
	8am-4pm	\$1,188	\$2,375
	4pm-8pm	\$1,500	\$3,000
	8pm-2am	\$2,375	\$4,750
	2am-6am	\$313	\$625

MALE CLUSTER = 6 networks

AHC, FXX, Military History, Science, Sundance, ViceTV	DAYPART	30-Sec	60-Sec
	6am-8am	\$625	\$1,250
	8am-4pm	\$875	\$1,750
	4pm-8pm	\$1,250	\$2,500
	8pm-2am	\$2,250	\$4,500
	2am-6am	\$375	\$750

SPORTS CLUSTER = 9 networks

CBS Sports, ESPN News, ESPN U, FS2, MLB, NBA, Outdoor, Sportsman, Tennis	DAYPART	30-Sec	60-Sec
	6am-8am	\$563	\$1,125
	8am-4pm	\$1,000	\$2,000
	4pm-8pm	\$1,375	\$2,750
	8pm-2am	\$1,750	\$3,500
	2am-6am	\$375	\$750

SPANISH CLUSTER = 6 networks

Boomerang, CNN Espanol, Discovery en Espanol, Discovery Familia, Disney XD, Universo	DAYPART	30-Sec	60-Sec
	6am-8am	\$88	\$175
	8am-4pm	\$375	\$750
	4pm-8pm	\$438	\$875
	8pm-2am	\$463	\$925
	2am-6am	\$150	\$300

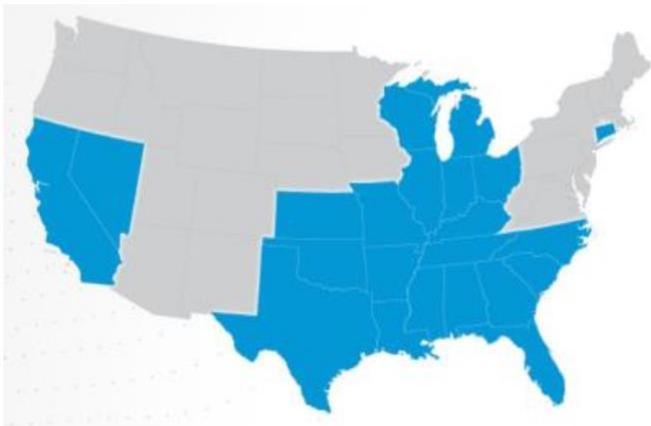
YOUNG ADULT CLUSTER = 6 networks

Bloomberg, CNBC World, FUSE, LOGO, MTV2, OAN	DAYPART	30-Sec	60-Sec
	6am-8am	\$188	\$375
	8am-4pm	\$438	\$875
	4pm-8pm	\$750	\$1,500
	8pm-2am	\$1,375	\$2,750
	2am-6am	\$250	\$500

KIDS CLUSTER = 2 networks

Boomerang, Disney XD	DAYPART	30-Sec	60-Sec
	12pm-2am	\$938	\$1,875

Where does this Interconnect Run?



States			
Alabama	Illinois	Mississippi	South Carolina
Arkansas	Indiana	Missouri	Tennessee
California	Kansas	Nevada	Texas
Connecticut	Kentucky	North Carolina	Wisconsin
Florida	Louisiana	Ohio	
Georgia	Michigan	Oklahoma	

DMAs				
West <ul style="list-style-type: none"> SF-Oakland, San Jose Los Angeles San Diego Sacramento-Stockton-Modesto Reno Fresno-Visalia Bakersfield Monterey-Salinas 	Midwest <ul style="list-style-type: none"> Indianapolis Milwaukee Detroit Cleveland Columbus Chicago Grand Rapids-Kalamazoo-Battle Creek Green Bay - Appleton Dayton Flint-Saginaw-Bay City South Bend - Elkhart Madison Toledo 	Southwest <ul style="list-style-type: none"> San Antonio Dallas-Ft. Worth Houston Kansas City, KS/MO Oklahoma City St. Louis Austin Little Rock-Pine Bluff Tulsa Lubbock Wichita-Hutchinson Plus, KS El Paso FL Smith-Fayetteville-Springdale-Rodgers, AR Rodgers, AR Topeka, KS Midland/Odessa 	Southeast <ul style="list-style-type: none"> ATL West Palm Beach-Ft. Pierce Jacksonville Charlotte Orlando-Daytona Beach-Melbourne Raleigh-Durham Columbia, SC Nashville, TN Birmingham 	East <ul style="list-style-type: none"> Hartford-Wallingford - New Haven

NOTES:

Rate Card Updated: 4/16/2025

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.



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