

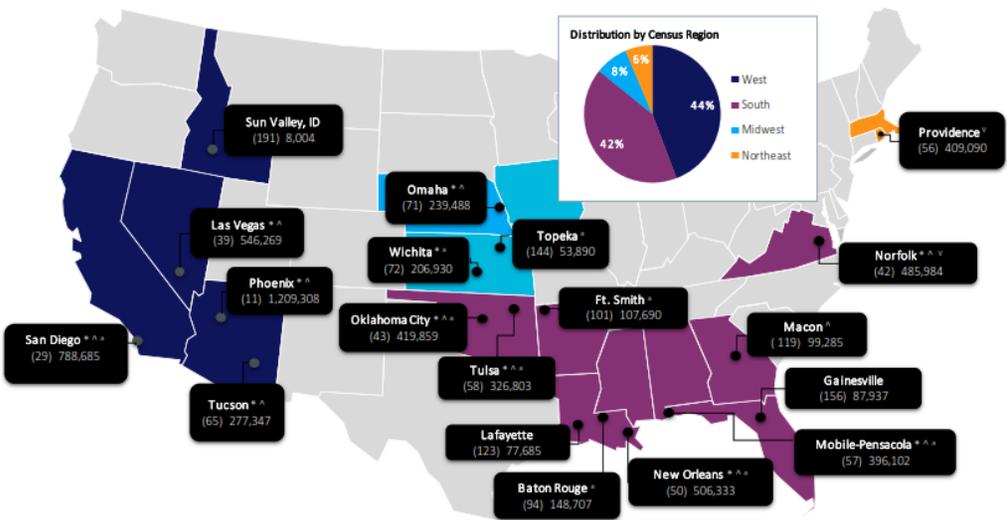
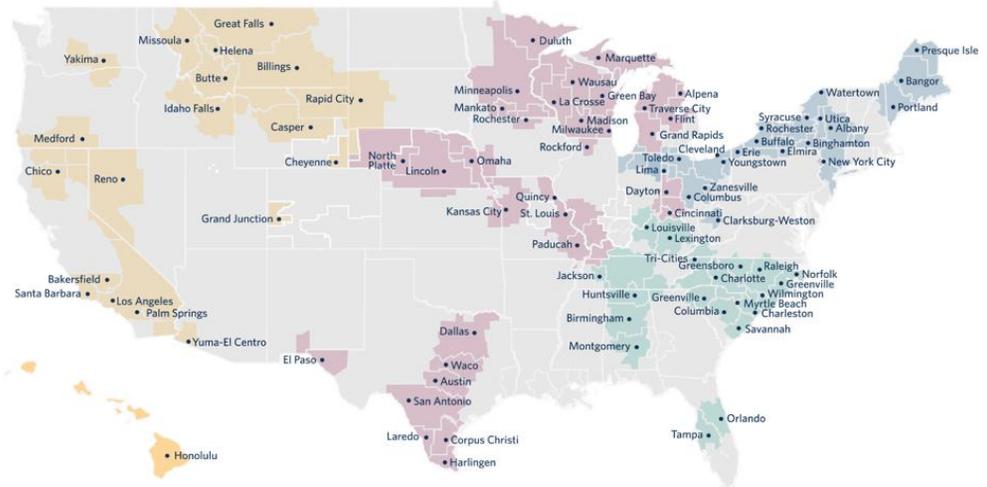
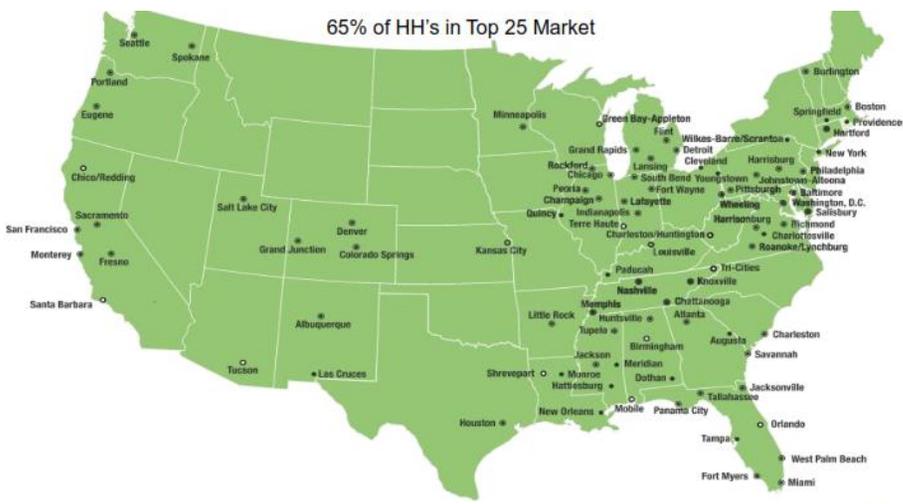


Cable TV - Rate Card #7 - National Cable Interconnect
 Subscriber HH's: up to 50 million
 Type: 30-Sec ROS (Run of Schedule)
 Rotation: Mon-Sun
 Estimated Clearance Rate: 85%

		6am-6pm	6pm-12m	6am-12m	12m-6am
CNBC		\$645	\$850	\$748	\$484
CNN		\$2,363	\$3,928	\$3,145	\$1,772
Cooking		\$158	\$315	\$236	\$118
Discovery Life		\$73	\$123	\$98	\$54
ESPN		\$1,588	\$4,943	\$3,265	\$1,191
ESPN2		\$828	\$1,425	\$1,126	\$621
Food		\$2,393	\$5,013	\$3,703	\$1,794
Fox Business		\$370	\$345	\$358	\$278
FS1		\$443	\$885	\$664	\$332
Fox News		\$4,200	\$6,470	\$5,335	\$3,150
FX		\$760	\$1,818	\$1,289	\$570
FYI		\$153	\$225	\$189	\$114
GA Family		\$43	\$65	\$54	\$32
Game Show		\$405	\$543	\$474	\$304
Golf		\$513	\$740	\$626	\$384
Hallmark Family		\$456	\$913	\$684	\$342

		6am-6pm	6pm-12m	6am-12m	12m-6am
Headline		\$455	\$675	\$565	\$341
HGTV		\$2,083	\$5,378	\$3,730	\$1,562
ID		\$838	\$1,188	\$1,013	\$628
Magnolia		\$384	\$768	\$576	\$288
MSNBC		\$2,925	\$4,560	\$3,743	\$2,194
National Geographic		\$534	\$1,068	\$801	\$400
NFL		\$268	\$460	\$364	\$201
OWN		\$350	\$555	\$453	\$263
Oxygen		\$550	\$920	\$735	\$413
POP		\$90	\$135	\$113	\$68
TBS		\$1,593	\$3,185	\$2,389	\$1,194
TLC		\$868	\$2,640	\$1,754	\$651
TNT		\$1,545	\$3,090	\$2,318	\$1,159
TV Land		\$853	\$1,740	\$1,296	\$639
UP		\$85	\$100	\$93	\$64

65% of HH's in Top 25 Market



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. Additional networks available upon request.
10. All rates subject to change without written or published notice.
11. NMS Rate Card #7 incorporates three current NMS platforms into one national platform reaching up to 50,000,000 US households in all of the top 100+ DMA's in the United States.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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