

National Satellite Rate Card #5
Direct TV - Long Form

Subscriber HH's: up to 21 million

Type: 28.5 Min Rotation: Mon-Sun Channels: 222, 224, 227

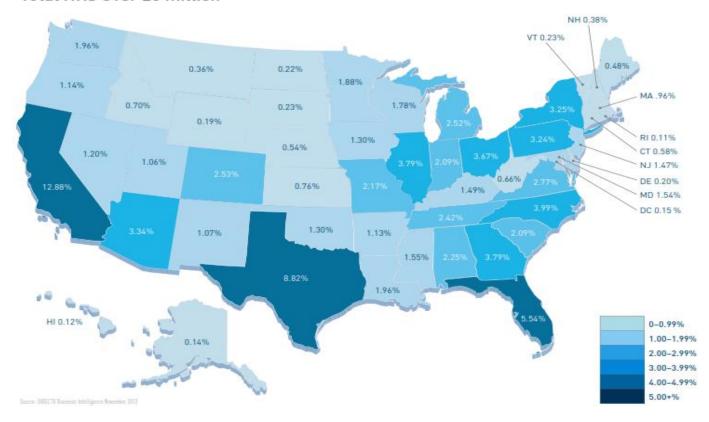


	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
6:00 AM	\$340	\$340	\$340	\$340	\$340	\$425	\$425
6:30 AM	\$340	\$340	\$340	\$340	\$340	\$425	\$425
7:00 AM	\$340	\$340	\$340	\$340	\$340	\$425	\$425
7:30 AM	\$340	\$340	\$340	\$340	\$340	\$425	\$425
8:00 AM	\$765	\$765	\$765	\$765	\$765	\$1,063	\$1,063
8:30 AM	\$765	\$765	\$765	\$765	\$765	\$1,063	\$1,063
9:00 AM	\$765	\$765	\$765	\$765	\$765	\$1,063	\$1,063
9:30 AM	\$765	\$765	\$765	\$765	\$765	\$1,063	\$1,063
10:00 AM	\$850	\$850	\$850	\$850	\$850	\$1,105	\$1,105
10:30 AM	\$850	\$850	\$850	\$850	\$850	\$1,105	\$1,105
11:00 AM	\$850	\$850	\$850	\$850	\$850	\$1,105	\$1,105
11:30 AM	\$850	\$850	\$850	\$850	\$850	\$1,105	\$1,105
12:00 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
12:30 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
1:00 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
1:30 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
2:00 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
2:30 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
3:00 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
3:30 PM	\$935	\$935	\$935	\$935	\$935	\$1,190	\$1,190
4:00 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
4:30 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
5:00 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
5:30 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
6:00 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
6:30 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
7:00 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
7:30 PM	\$1,020	\$1,020	\$1,020	\$1,020	\$1,020	\$1,275	\$1,275
8:00 PM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
8:30 PM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
9:00 PM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
9:30 PM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530 \$1,530	\$1,530
10:00 PM 10:30 PM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275 \$1,275	\$1,530 \$1,530	\$1,530
11:00 AM 11:30 PM	\$1,275	\$1,275	\$1,275	\$1,275		\$1,530 \$1,530	\$1,530
12:00 AM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530 \$1,530	\$1,530
12:30 AM	\$1,275 \$1,275	\$1,275 \$1,275	\$1,275 \$1,275	\$1,275 \$1,275	\$1,275 \$1,275	\$1,530 \$1,530	\$1,530 \$1,530
1:00 AM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
1:30 AM	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,530	\$1,530
2:00 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
2:30 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
3:00 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
3:30 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
4:00 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
4:30 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
4:00 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
5:30 AM	\$255	\$255	\$255	\$255	\$255	\$340	\$340
2.237	7-00	7-00	7	,	7-00	70.0	70.0

Where does this Satellite System Run?

DIRECTV Total HH Penetration by State

Total HHs Over 20 million



NOTES:

- 1. All rates include a FREE Infrastructure Review.
- 2. Client must approve all schedules prior to final placement.
- 3. All networks subject to availability at time of placement.
- 4. All placements after November 15th subject to potential rate increase of +25%.



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