



Cable TV - Rate Card #11 - Remnant Local Cable Interconnects
Subscriber HH's: up to 15.5 Million
Type: 30-Sec
Rotation: 24 HR / Mon-Sun
Length: 30 Days
Package Total: 2000 Spots

NETWORKS

A&E	ESPN2	GAC Family	NESN
Bravo	ESPN Deportes	Hallmark	Outdoor
Bloomberg	ESPN U	Headline	Oxygen
Boomerang	FanDuel	History	Paramount
Cartoon	Food	HGTV	Syfy
CBS Sports	Fox Sports Southwest	Lifetime	TBS
CNBC	Fox Sports 1	Lifetime Movies	TLC
CNN	Fox Sports 2	Longhorn	TNT
Comedy Central	Fox Sports Sun	Magnolia	Travel
Cooking	Fox Business	MLB	TV Land
CMT	Fox College Sports	MSG	TRU-TV
Discovery	Fox News	MSNBC	USA
Discovery Family	Freeform	MTV	VH1
Disney XD	Galavision	MTV2	WE
E!	Game Show Network	National Geographic	Weather
ESPN	Golf	NBC Sports Regional Networks	YES



LOCAL INSERTION BY MARKET

MARKET	HOUSEHOLDS	RATE PER SPOT	COST PER 2000 SPOTS
LOS ANGELES/OC, CA	2,400,000	\$20.00	\$40,000.00
NEW YORK, NY	1,400,000	\$18.00	\$36,000.00
PHOENIX, AZ	1,141,686	\$16.00	\$32,000.00
DENVER, CO	1,000,000	\$16.00	\$32,000.00
INDIANAPOLIS, IN	800,000	\$16.00	\$32,000.00
MINNEAPOLIS, MN	793,860	\$16.00	\$32,000.00
WASHINGTON DC	786,302	\$15.00	\$30,000.00
HOUSTON, TX	574,000	\$15.00	\$30,000.00
LAS VEGAS, NV	545,115	\$15.00	\$30,000.00
NORFOLK, VA	524,000	\$15.00	\$30,000.00
BIRMINGHAM, AL	510,000	\$15.00	\$30,000.00
SAN DIEGO, CA	500,000	\$15.00	\$30,000.00
DETROIT, MI	500,000	\$15.00	\$30,000.00
MILWAUKEE, WI	500,000	\$15.00	\$30,000.00
PHILADELPHIA, PA	483,609	\$15.00	\$30,000.00
GRAND RAPIDS, MI	475,000	\$15.00	\$30,000.00
BUFFALO, NY	448,000	\$15.00	\$30,000.00
TAMPA, FL	415,004	\$15.00	\$30,000.00
ROCHESTER, NY	404,000	\$15.00	\$30,000.00
RICHMOND, VA	400,000	\$15.00	\$30,000.00

MARKET	HOUSEHOLDS	COST PER SPOT	COST PER 2000 SPOTS
GREENVILLE, NC	375,000	\$10.00	\$20,000.00
CHICAGO, IL	316,000	\$10.00	\$20,000.00
OKLAHOMA CITY, OK	359,383	\$10.00	\$20,000.00
WILKES-BARRE/SCRANTON, PA	322,798	\$10.00	\$20,000.00
ROANOKE, VA	300,000	\$8.00	\$16,000.00
DALLAS/FT. WORTH, TX	245,678	\$8.00	\$16,000.00
FLINT, MI	230,000	\$8.00	\$16,000.00
SHREVEPORT, LA	217,389	\$8.00	\$16,000.00
OMAHA, NE	207,070	\$8.00	\$16,000.00
SOUTH BEND, IN	200,000	\$8.00	\$16,000.00
BATON ROUGE, LA	187,000	\$5.00	\$10,000.00
ALBANY, NY	178,000	\$5.00	\$10,000.00
HARTFORD, CT	152,756	\$5.00	\$10,000.00
SAVANNAH, GA	147,000	\$5.00	\$10,000.00
SACRAMENTO, CA	132,000	\$5.00	\$10,000.00
SYRACUSE, NY	128,000	\$5.00	\$10,000.00
EVANSVILLE, IN	116,174	\$5.00	\$10,000.00
LANSING, MI	110,000	\$5.00	\$10,000.00
CINCINNATI, OH	95,096	\$3.00	\$6,000.00
TERRE HAUTE, IN	84,590	\$3.00	\$6,000.00
COLUMBUS, OH	83,600	\$3.00	\$6,000.00
KANSAS CITY, KS	62,770	\$3.00	\$6,000.00
TOPEKA, KS	59,130	\$3.00	\$6,000.00
FT. MYERS/NAPLES, FL	56,705	\$3.00	\$6,000.00
CHATTANOOGA, TN	48,232	\$3.00	\$6,000.00
CLEVELAND, OH	46,497	\$3.00	\$6,000.00
TRI-CITIES, TN-VA	45,647	\$3.00	\$6,000.00
ORLANDO, FL	44,124	\$3.00	\$6,000.00
RALEIGH, NC	43,381	\$3.00	\$6,000.00
HARRISBURG, PA	43,195	\$3.00	\$6,000.00
FT. WAYNE, IN	42,966	\$3.00	\$6,000.00
SEATTLE, WA	41,411	\$3.00	\$6,000.00
LAKE CHARLES, LA	38,668	\$2.75	\$5,500.00
ABILENE-SWEETWATER, TX	37,935	\$2.75	\$5,500.00
HUNTSVILLE, AL	37,681	\$2.75	\$5,500.00
MADISON, WI	33,450	\$2.75	\$5,500.00
SALT LAKE CITY, UT	32,130	\$2.75	\$5,500.00
ST. JOSEPH, MO	29,550	\$2.75	\$5,500.00
TULSA, OK	29,468	\$2.75	\$5,500.00
LEXINGTON, KY	29,298	\$2.75	\$5,500.00
PORTLAND, OR	28,208	\$2.75	\$5,500.00
SAN ANTONIO, TX	27,279	\$2.75	\$5,500.00
JACKSON, TN	26,646	\$2.75	\$5,500.00
MONTGOMERY, AL	26,373	\$2.75	\$5,500.00
AUSTIN, TX	25,125	\$2.75	\$5,500.00
HONOLULU, HI	24,865	\$2.75	\$5,500.00
SIOUX FALLS, SD	24,840	\$2.75	\$5,500.00
WACO, TX	23,662	\$2.75	\$5,500.00
CHARLESTON, SC	22,400	\$2.75	\$5,500.00
JONESBORO, AR	22,390	\$2.75	\$5,500.00
RAPID CITY, SD	19,952	\$2.50	\$5,000.00
CORPUS CHRISTI, TX	19,732	\$2.50	\$5,000.00
PANAMA CITY, FL	19,729	\$2.50	\$5,000.00
CHARLESTON-HUNT, WV	18,500	\$2.50	\$5,000.00
COLORADO SPRINGS, CO	15,301	\$2.50	\$5,000.00
JACKSONVILLE, FL	15,227	\$2.50	\$5,000.00
AUGUSTA, GA	15,078	\$2.50	\$5,000.00
NASHVILLE, TN	14,914	\$2.50	\$5,000.00

MARKET	HOUSEHOLDS	COST PER SPOT	COST PER 2000 SPOTS
CHAMPAIGN, IL	13,601	\$2.50	\$5,000.00
GREENSB-HIGH P-WINST SC/NC	13,285	\$2.50	\$5,000.00
SALISBURY, MD	13,011	\$2.50	\$5,000.00
LA CROSSE, WI	13,000	\$2.50	\$5,000.00
LOUISVILLE, KY	12,311	\$2.50	\$5,000.00
KNOXVILLE, TN	12,270	\$2.50	\$5,000.00
CHARLOTTE, NC	11,919	\$2.50	\$5,000.00
LAFAYETTE, LA	11,190	\$2.50	\$5,000.00
COLUMBIA-JEFF CITY, MO	9,425	\$2.25	\$4,500.00
TALLAHASSEE, FL	9,278	\$2.25	\$4,500.00
PITTSBURGH, PA	7,368	\$2.25	\$4,500.00
JOHNST-ALT-ST COLLEGE, PA	7,030	\$2.25	\$4,500.00
SHERMAN-ADA, OK	5,645	\$2.25	\$4,500.00
ALBANY, GA	3,521	\$2.25	\$4,500.00
LITTLE ROCK, AR	3,511	\$2.25	\$4,500.00

CABLE PLATFORMS

Altafiber Cableone Comcast Consolidated Communications	Frontier Grande Communications Hawaiian Telcom Lumen Technologies	Metronet Optimum Sparklight Rev	RCN Spectrum Verizon FIOS Vyve Broadband WOW!
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NOTES:

1. This remnant cable buy is a zone by zone count. Each cable platform counts spots based on their total number of zones.
2. This placement runs on a 24 hour rotation.
3. Spots run through all networks at the choice of each cable platform, no networks may be dropped or substituted.
4. Prelogs are not available. Post logs provided at the end of the run.
5. Spots run over a 30-Day period.
6. All rates include a **FREE** Infrastructure Review.
7. Client must approve all schedules prior to final placement.
8. All networks subject to availability at time of placement.
9. All placements after November 15, subject to potential rate increase of +25%.
10. :60 Second Spots must be custom quoted.

Rate Card Updated 5/28/2024



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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