



Cable TV - Rate Card #2: National Cable & Satellite Networks

55+ NETWORKS

Subscriber HH's: varies by network, see below

Type: 30-Sec "ROS" Run Of Schedule

Rotation: varies by network, see below





Rate Card Updated: 11/15/2024






National Cable & Satellite Full Coverage Rates: (left side of rate card)






National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.





National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)






National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.






AMERICAN HEROES	Full Coverage Rates			Affiliate Break Rates		
	27.2 million HHs	Feed: SINGLE (EST)		16 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$425	M-SU	6a-9a	\$125
	M-F	9a-4p	\$625	M-F	9a-4p	\$200
	M-F	4p-8p	\$1,000	M-F	4p-8p	\$313
	M-SU *	8p-12m	\$1,375	M-SU	8p-12m	\$438
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$150
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$63
	SA-SU	9a-8p	\$875	SA-SU	9a-8p	\$238
	:30, :60, :120 second spots available			:30, :60 second spots available		
ANIMAL PLANET	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: DUAL		21 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$1,500	M-SU	6a-9a	\$250
	M-F	9a-4p	\$3,000	M-F	9a-4p	\$438
	M-F	4p-8p	\$4,000	M-F	4p-8p	\$500
	M-SU	8p-12m	\$10,000	M-SU	8p-12m	\$875
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$250
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$125
	SA-SU	9a-8p	\$5,000	SA-SU	9a-8p	\$450
	:15, :30, :60 & :120 second spots available			:30, :60 second spots available		
ANTENNA TV	Full Coverage Rates			Affiliate Break Rates		
	94 million HHs	Feed: DUAL		39 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	5a-9a	\$250	M-SU	5a-9a	\$63
	M-F	9a-3p	\$750	M-SU	9a-7p	\$250
	M-F	3p-6p	\$750	M-SU	7p-12m	\$188
	M-SU	6p-12m	\$625	M-SU	12m-5a	\$63
	M-SU	12m-2a	\$250			
	M-SU	2a-5a	\$188			
	SA-SU	9a-6p	\$500			
	:30, :60 second spots available			:30, :60 second spots available		
AXSTV	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	8a-5p	\$250			
	M-SU	5p-8p	\$313			
	M-SU	8p-11p	\$938			
	M-SU	11p-2a	\$220			
	M-SU	2a-4a	\$125			
	:15, :30, :60 second spots available					

CATCHY COMEDY	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs	Feed: DUAL		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$63			
	M-F	9a-6p	\$250			
	M-SU	6p-12m	\$250			
	M-SU	12m-3a	\$63			
	M-SU	3a-6a	\$63			
	SA-SU	6a-9a	\$63			
	SA-SU	9a-6p	\$250			
* formerly Decades	:30, :60 second spots available					
COZI	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: DUAL		43 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$188	M-SU	6a-9a	\$125
	M-F	9a-5p	\$875	M-F	9a-5p	\$375
	M-F	5p-8p	\$875	M-F	5p-8p	\$375
	M-F	8p-12m	\$688	M-F	8p-12m	\$300
	SA-SU	9a-5p	\$625	SA-SU	9a-5p	\$313
	SA-SU	5p-8p	\$625	SA-SU	5p-8p	\$313
	SA-SU	8p-12m	\$500	SA-SU	8p-12m	\$250
	M-SU	12m-5a	\$188	M-SU	12m-5a	\$125
:30, :60, :120 second spots available			:30, :60 second spots available			
GAC FAMILY	Full Coverage Rates			Affiliate Break Rates		
	52 million HHs	Feed: SINGLE (EST)		11 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$400	M-F	6a-2p	\$113
	M-F	2p-6a	\$625	M-F	2p-6a	\$188
	M-F	6p-2a	\$688	M-F	6p-2a	\$200
	SA-SU	6a-8p	\$625	SA-SU	6a-8p	\$175
	SA-SU	8p-2a	\$713	SA-SU	8p-2a	\$225
	M-SU	2a-6a	\$125	M-SU	2a-6a	\$25
:30, :60, :120 second spots available			:30, :60 second spots available			
GAC LIVING	Full Coverage Rates			Affiliate Break Rates		
	30 million HHs	Feed: SINGLE (EST)		24 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$88	M-F	6a-2p	\$25
	M-F	2p-6a	\$88	M-F	2p-6a	\$25
	M-F	6p-2a	\$88	M-F	6p-2a	\$25
	SA-SU	6a-8p	\$88	SA-SU	6a-8p	\$25
	SA-SU	8p-2a	\$88	SA-SU	8p-2a	\$25
	M-SU	2a-6a	\$30	M-SU	2a-6a	\$13
:30, :60, :120 second spots available			:30, :60 second spots available			
GET TV	Full Coverage Rates			Affiliate Break Rates		
	46 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$250			
	M-F	9a-7p	\$500			
	M-SU	7p-12m	\$500			
	M-SU	12m-6a	\$125			
	SA-SU	9a-7p	\$500			
:15, :30, :60, :120 second spots available						

GRIT	Full Coverage Rates			Affiliate Break Rates		
	116 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$863			
	M-F	9a-6p	\$2,463			
	SA-SU	9a-6p	\$1,988			
	M-SU	6p-12m	\$1,825			
	M-SU	12m-3a	\$688			
	M-SU	3a-6a	\$500			
	:30, :60 second spots available					
HALLMARK	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs		Feed: DUAL	28 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$3,750	M-F	6a-6p	\$563
	M-F	2p-6p	\$6,250	M-F	6p-1a	\$750
	M-F	6p-1a	\$8,750	SA-SU	6a-6p	\$625
	SA-SU	6a-6p	\$8,500	SA-SU	6p-1a	\$875
	SA-SU	6p-1a	\$17,500	M-SU	1a-6a	\$125
	M-SU	1a-4a	\$5,000			
	M-SU	4a-6a	\$1,000			
:30, :60 second spots available			:30, :60 second spots available			
HALLMARK DRAMA	Full Coverage Rates			Affiliate Break Rates		
	15 million HHs		Feed: SINGLE (EST)	1.2 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$500	M-F	6a-6a	\$63
	M-F	2p-6p	\$563			
	M-F	6p-1a	\$625			
	SA-SU	6a-6p	\$563			
	SA-SU	6p-1a	\$663			
	M-SU	1a-6a	\$125			
	:30, :60 second spots available			:30, :60 second spots available		
HALLMARK MOVIES & MYSTERIES	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs		Feed: DUAL	10 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$2,500	M-F	6a-6p	\$625
	M-F	2p-6p	\$3,750	M-F	6p-1a	\$750
	SA-SU	6a-6p	\$3,750	SA-SU	6a-6p	\$688
	M-F	6p-12m	\$4,500	SA-SU	6p-1a	\$875
	SA-SU	6p-12m	\$7,500	M-SU	1a-6a	\$125
	M-SU	12m-6a	\$500			
	* formerly Hallmark Movie	:30, :60 second spots available			:30, :60 second spots available	
HEROES & ICONS	Full Coverage Rates			Affiliate Break Rates		
	59 million HHs		Feed: DUAL	No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$375			
	M-F	9a-6p	\$1,250			
	M-SU	6p-12m	\$1,250			
	M-SU	12m-3a	\$250			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$250			
	SA-SU	9a-6p	\$1,250			
:30, :60 second spots available						

HGTV	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		18 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-9a	\$3,750	M-F	7a-9a	\$813
	M-F	9a-3p	\$7,250	M-F	9a-3p	\$1,500
	M-F	3p-6p	\$9,250	M-F	3p-6p	\$1,875
	M-SU	6p-8p	\$10,750	M-SU	6p-8p	\$2,125
	M-SU *	8p-9p	\$30,000	M-SU	8p-9p	\$3,500
	* w/late night mirror from 3a-4a			* w/late night mirror from 3a-4a		
	M-SU*	9p-12m	\$31,250	M-SU	9p-12m	\$3,500
	* w/late night mirror from 12m-3a			* w/late night mirror from 12m-3a		
	M-F	4-7a	\$2,250	M-F	4-7a	\$1,000
	SA-SU	7a-1p	\$10,000	SA-SU	7a-1p	\$2,000
	SA-SU	1p-8p	\$14,500	SA-SU	1p-8p	\$2,500
:30, :60, :120 second spots available			:30, :60 second spots available			
HISTORY	Full Coverage Rates			Affiliate Break Rates		
	86 million HHs	Feed: DUAL		25 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	8a-4p	\$4,500	M-F	8a-4p	\$625
	M-F	4p-8p	\$11,250	M-F	4p-8p	\$875
	M-F	7a-8a	\$750	M-F	7a-8a	\$125
	M-SU	8p-12m	\$17,550	M-SU	8p-12m	\$1,625
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	7a-12n	\$8,500	SA-SU	7a-12n	\$750
	SA-SU	12n-8p	\$9,563	SA-SU	12n-8p	\$875
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
INSPIRATION	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	7a-3p	\$1,938			
	M-F	3p-7p	\$2,150			
	M-F	7p-12m	\$2,375			
	M-F	12m-4a	\$1,063			
	SA-SU	9a-3p	\$2,250			
	SA-SU	3p-7p	\$2,500			
	SA-SU	7p-12m	\$2,500			
	SA-SU	12m-2a	\$1,063			
	SU	7a-9a	\$875			
	:15, :30, :60, :75, :120, :150, :180, :240 second spots available					
LIFETIME	Full Coverage Rates			Affiliate Break Rates		
	82 million HHs	Feed: DUAL		35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-8a	\$250	M-F	7a-8a	\$250
	M-F	8a-4p	\$3,500	M-F	8a-4p	\$500
	M-F	4p-8p	\$5,500	M-F	4p-8p	\$650
	M-SU *	6p-12m	\$8,450	M-SU *	8p-12m	\$1,188
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	12n-8p	\$4,930	SA-SU	12n-8p	\$1,125
:15, :30, :60, :90 second spots available			:15, :30, :60 second spots available			

MAGNOLIA		Full Coverage Rates			Affiliate Break Rates		
	61 million HHs	Feed: DUAL		18 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	7a-9a	\$500	M-F	7a-9a	\$75	
	M-F	9a-4p	\$1,000	M-F	9a-4p	\$138	
	M-F	4p-6p	\$1,625	M-F	4p-6p	\$200	
	M-F	6p-8p	\$2,125	M-F	6p-8p	\$263	
	M-SU	8p-12m	\$4,900	M-SU	8p-12m	\$625	
	SA-SU	7a-1p	\$2,875	SA-SU	7a-1p	\$438	
	SA-SU	1p-8p	\$2,227	SA-SU	1p-8p	\$438	
	* formerly DIY	:30, :60, :120 second spots available			:30, :60 second spots available		
ME-TV		Full Coverage Rates			Affiliate Break Rates		
	85 million HHs	Feed: DUAL		No Affiliate Rates Available			
	Daypart	Hours	Rate				
	M-F	6a-9a	\$2,500				
	M-F	9a-6p	\$5,625				
	M-F	9a-1p	\$5,000				
	M-F	1-6p	\$6,250				
	M-SU	6p-12m	\$5,500				
	M-SU	12m-3a	\$1,500				
	M-SU	3a-6a	\$750				
	SA-SU	6a-9a	\$1,250				
SA-SU	9a-6p	\$6,250					
		:30, :60 second spots available					
MILITARY HISTORY		Full Coverage Rates			Affiliate Break Rates		
	10 million HHs			1 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	8a-4p	\$88	M-F	8a-8p	\$25	
	M-F	4p-8p	\$100	M-SU	8p-12m	\$25	
	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25	
	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13	
	M-SU	4a-6a	\$100				
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available			
MOVIES!		Full Coverage Rates			Affiliate Break Rates		
	37 million HHs	Feed: DUAL		No Affiliate Rates Available			
	Daypart	Hours	Rate				
	M-F	6a-9a	\$250				
	M-F	9a-6p	\$625				
	M-SU	6p-12m	\$500				
	M-SU	12m-3a	\$188				
	M-SU	3a-6a	\$125				
	SA-SU	6a-9a	\$188				
	SA-SU	9a-6p	\$500				
		:30, :60 second spots available					
NICK @ NITE		Full Coverage Rates			Affiliate Break Rates		
	99 million HHs			30 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-SU	8p-1a	\$9,563	M-SU	8p-12m	\$375	
	M-SU	1a-4a	\$8,500	M-SU	12m-4a	\$250	
	M-SU	4a-6a	\$7,500	M-SU	4a-6a	\$438	
	M-SU	6a-7a	\$5,500	M-SU	6a-7a	\$500	
		:30, :60 second spots available			:30, :60 second spots available		

START TV	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs	Feed: DUAL		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$500			
	M-F	9a-6p	\$1,250			
	M-SU	6p-12m	\$1,250			
	M-SU	12m-3a	\$250			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$375			
	SA-SU	9a-6p	\$1,250			
	:30, :60 second spots available					
THIS TV	Full Coverage Rates			Affiliate Break Rates		
	100 million HHs			38 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	5a-9a	\$188	M-SU	5a-9a	\$25
	M-SU	9a-6p	\$438	M-SU	9a-6p	\$50
	M-SU	6p-12m	\$438	M-SU	6p-12m	\$50
	M-SU	12m-5a	\$105	M-SU	12m-5a	\$25
	:30, :60 second spots available			:30, :60 second spots available		
TRAVEL	Full Coverage Rates			Affiliate Break Rates		
	76 million HHs	Feed: DUAL		15 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138
	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450
	M-F	3p-6p	\$2,500	M-F	3p-6p	\$125
	M-F	6p-8p	\$2,750	M-F	6p-8p	\$713
	M-SU	8p-12m *	\$6,750	M-SU	8p-12m *	\$750
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	7a-8p	\$3,500	SA-SU	7a-8p	\$600
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available		
TV LAND	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs	Feed: DUAL		36 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	7p-2a	\$7,250	M-SU	7p-2a	\$750
	M-SU	2a-4a	\$1,500	M-SU	2a-4a	\$625
	M-SU	4a-6a	\$800	M-SU	4a-6a	\$1,250
	SA-SU	6a-7p	\$4,750	SA-SU	6a-7p	\$250
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
WEATHER	Full Coverage Rates			Affiliate Break Rates		
	75 million HHs	Feed: SINGLE (EST)		31 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	4a-5a	\$1,250	M-SU	4a-5a	\$63
	M-F	5a-7a	\$2,500	M-F	5a-7a	\$250
	M-F	7a-7p	\$3,000	M-F	7a-7p	\$375
	M-SU	7p-10p	\$7,500	M-SU	7p-10p	\$625
	* w/2 mirrors from 10p-11p and 1a-2a			* w/2 mirrors from 10p-11p and 1a-2a		
	SA-SU	5a-7a	\$10,000	SA-SU	5a-7a	\$625
	* w/2 mirrors from 7a-9a and 9a-11a			* w/2 mirrors from 7a-9a and 9a-11a		
	SA-SU	11a-2p	\$5,000	SA-SU	11a-2p	\$625
	SA-SU	2p-7p	\$3,500	SA-SU	2p-7p	\$313
:60, :120 second spots available			:60, :120 second spots available			

NOTES

1. National Cable & Satellite Full Coverage Rates: (left side of rate card)

National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.

2. National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)

National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.

3. All rates include a Free Infrastructure Review.

4. Clients must approve all final schedules prior to placement.

5. All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time. Fixed time slots and specific tv shows are available by custom quote.

6. All network placement is subject to availability at the time of placement.

7. All placements after November 15 may be subject to potential rate increase of +25%.

8: All rates subject to change without written or published notice.

9. Rates listed above are for 30-sec spots. 60-sec spots are usually double the cost of 30-sec spots but some exceptions may apply. 15-sec spots must be custom quoted, are not necessarily half the cost of 30-sec spots and are subject to being "piggybacked" and/or "bookended" at any time by the network.

10. Live sporting events are not included in pricing however custom quotes are available upon request.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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