

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	S		
	27.2 million HHs	Feed: SIN	GLE (EST)	16 million HHs			
	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$425	M-SU	6a-9a	\$125	
	M-F	9a-4p	\$625	M-F	9a-4p	\$200	
AMERICAN HEROES	M-F	4p-8p	\$1,000	M-F	4p-8p	\$313	
317111122	M-SU *	8p-12m	\$1,375	M-SU	8p-12m	\$438	
	* w/late night mir	ror from 12m-4	a	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 s	pots available		:30, :60 second spots	available		
ANIMAL PLANET	Full Coverage Rates			Affiliate Break Rates	S		
	70 million HHs	Feed:	DUAL	21 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$1,500	M-SU	6a-9a	\$250	
animal planet	M-F	9a-4p	\$3,000	M-F	9a-4p	\$438	
animai pianet	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 mir			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 se	cond spots ava	ilable	:30, :60 second spots available			
ANTENNA TV	Full Coverage Rates	_		Affiliate Break Rate	s		
\ /	94 million HHs	Feed:		39 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	5a-9a	\$250	M-SU	5a-9a	\$63	
ANTENNA	M-F	9a-3p	\$750	M-SU	9a-7p	\$250	
TV	M-F	3р-6р	\$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				
A 1/071/	:30, :60 second spots	available		:30, :60 second spots			
AXSTV	Full Coverage Rates		/	Affiliate Break Rates	S		
	50 million HHs	Feed: SING	•				
axsw	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
~/\ ~	M-SU	8a-5p	\$250				
	M-SU	5p-8p	\$313	No Affiliat	e Rates Availal	ble	
	M-SU	8p-11p	\$938				
	M-SU	11p-2a	\$220				
	M-SU	2a-4a	\$125				
	:15, :30, :60 second sp	oots available					

CATCHY COMEDY	Full Coverage Rates			Affiliate Break Rates			
	10 million HHs	Feed:	DUAL				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-F	6a-9a	\$63				
Catchy	M-F	9a-6p	\$250				
	M-SU	6p-12m	\$250	No Δffiliate	e Rates Available		
COMEDY	M-SU	12m-3a	\$63	l lo Allinato	. Nates Available		
	M-SU	3a-6a	\$63				
	SA-SU	6a-9a	\$63				
	SA-SU	9a-6p	\$250				
* formerly Decades	:30, :60 second spots a	ıvailable					
COZI	Full Coverage Rates			Affiliate Break Rates			
	71 million HHs	Feed:		43 million HHs			
COZI	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	Rate	
CUZI	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 M-SU	8p-12m	\$250	
	M-SU	12m-5a	\$188		12m-5a	\$125	
GAC FAMILY	:30, :60, :120 second s	pots available		:30, :60 second spots a			
GAC FAIVILT	Full Coverage Rates 52 million HHs	Foods CING	CLE (ECT)	Affiliate Break Rates 11 million HHs			
gac family		Feed: SING			J		
Juliung	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	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	
			7123			723	
CACLIVING	:30, :60, :120 second s	pots available		:30, :60 second spots a			
GAC LIVING	Full Coverage Rates	- 1 0000		Affiliate Break Rates			
gac living	30 million HHs	Feed: SING		24 million HHs		D-4-	
gue ewury	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	Hours	Rate	
	M-F	6a-2p	\$88 \$88	M-F	6a-2p	\$25 \$25	
	M-F M-F	2p-6a 6p-2a	\$88 \$88	M-F M-F	2p-6a 6p-2a	\$25 \$25	
		-	\$88		-		
	SA-SU SA-SU	6a-8p 8p-2a	\$88 \$88	SA-SU SA-SU	6a-8p 8p-2a	\$25 \$25	
	M-SU	ор-za 2a-6a	\$80 \$30	M-SU	ор-2а 2a-6a	\$25 \$13	
	:30, :60, :120 second s		730	:30, :60 second spots a		713	
GET TV	Full Coverage Rates	r ste available		Affiliate Break Rates			
GLIIV	46 million HHs	Feed: SING	GLE (FST)	Ailliate Dieak Rates			
	<u>Daypart</u>	Hours	Rate	1			
gettv	M-SU	6a-9a	\$250				
	M-F	9a-7p	\$500				
	M-SU	7p-12m	\$500	No Affiliate Rates Availab		able	
	M-SU	12m-6a	\$125				
	SA-SU	9a-7p	\$500				
	:15, :30, :60, :120 seco	•					
	· · · · · · · · · · · · · · · · · · ·			1			

GRIT	Full Coverage Rates			Affiliate Break Rates	s	
	116 million HHs					
ANTOT HE	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9a	\$863			
	M-F	9a-6p	\$2,463			
	SA-SU	9a-6p	\$1,988	No Affiliat	e Rates Av	ailable
	M-SU	6p-12m	\$1,825			
	M-SU	12m-3a	\$688			
	M-SU	3a-6a	\$500			
	:30, :60 second spots a	vailable				
HALLMARK	Full Coverage Rates			Affiliate Break Rates	S	
	90 million HHs	Fee	ed: DUAL	28 million HHs		
, \\\\\	Daypart	Hours	Rate	Daypart	Hours	<u>Rate</u>
Hallmark	M-F	6a-2p	\$3,750	M-F	6a-6p	\$563
CHANNEL	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	141 30	10 00	7123
	M-SU	4a-6a	\$1,000			
	:30, :60 second spots a		\$1,000	:30, :60 second spots	availahle	
HALLMARK DRAMA	Full Coverage Rates	Vallable		Affiliate Break Rates		
TIALLIVIANIK DIKANIA	15 million HHs	Food: 9	SINGLE (EST)	1.2 million HHs	, 	
<i>%نن</i>	Daypart	Hours	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
\parallel 00^{5}	M-F	6a-2p	\$500	M-F	6a-6a	\$63
Taxemark	M-F	2p-6p	\$563		ua-ua	7 05
DRAMA	M-F	2р-ор 6р-1а	\$625			
	SA-SU	6a-6p	\$563			
	SA-SU	6p-1a	\$503 \$663			
	M-SU	ор-та 1a-6a	\$003 \$125			
	:30, :60 second spots a		Ş123	:30, :60 second spots	availahla	
HALLMARK MOVIES		valiable		Affiliate Break Rates		
& MYSTERIES	Full Coverage Rates 70 million HHs	Foo	ed: DUAL	10 million HHs	<u> </u>	
& WITSTERIES	Daypart	Hours	Rate	<u>Daypart</u>	Hours	<u>Rate</u>
<u> </u>	<u>Баураге</u> М-F	6a-2p	\$2,500	M-F	6a-6p	\$625
Hallmark	M-F	2p-6p	\$3,750	M-F	6p-1a	\$750
MOVIES (&) MYSTERIES	SA-SU	6a-6p	\$3,750	SA-SU	6a-6p	\$688
9	M-F	6p-12m	\$4,500	SA-SU	6р-1а	\$875
	SA-SU	6p-12m	\$ 4 ,500 \$7,500	M-SU	1a-6a	\$125
	M-SU	12m-6a	\$7,500 \$500	101-30	1a-0a	\$125
* formerly Hallmark Movie			\$300	:30, :60 second spots	availahla	
HEROES & ICONS	Full Coverage Rates	valiable		Affiliate Break Rates		
TILINOLS & ICONS	59 million HHs	Foo	ed: DUAL	Allillate break hates	•	
HEROES & ICONS	Daypart	Hours	Rate			
& CONS	M-F	6a-9a	\$375			
	M-F	9a-6p	\$373 \$1,250			
	M-SU	9а-ор 6р-12m	\$1,250			
	M-SU	12m-3a	\$1,250 \$250	No Affiliat	ailable	
	M-SU					
		3a-6a	\$125 \$250			
	SA-SU	6a-9a	\$250 \$1.350			
	SA-SU	9a-6p	\$1,250			
	:30, :60 second spots a	valiable				

HGTV	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		18 million HHs		
	<u>Daypart</u>	Hours	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-9a	\$3,750	M-F	7a-9a	\$813
LCT	M-F	9a-3p	\$7,250	M-F	9a-3p	\$1,500
ПСІУ	M-F	3p-6p	\$9,250	M-F	3p-6p	\$1,875
START AT HOME	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 mirr		400,000	* w/late night mirr		40,000
	M-SU*	9p-12m	\$31,250	M-SU	9p-12m	\$3,500
	* w/late night mirr	•		* w/late night mirr	•	40,000
	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 s		γ1 -1,500	:30, :60 second spots a		72,300
HISTORY	Full Coverage Rates	pots available		Affiliate Break Rates		
THO TOKE	86 million HHs	Feed: D	UAL	25 million HHs		
	Daypart	Hours	Rate	Daypart	<u>Hours</u>	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
HISTORY	* w/late night mirr	•		* w/late night mirr	•	7-/
	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 sp	•	, - ,	:15, :30, :60 second sp	•	,
INSPIRATION	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs	Feed: SING	LE (EST)			
	Daypart	Hours	Rate	1		
	Daypare	110013	Nate			
	M-F	7a-3p	\$1,938			
THEB			·			
INSP	M-F	7a-3p	\$1,938			
INSP	M-F M-F	7a-3p 3p-7p	\$1,938 \$2,150 \$2,375	No office	. Dansa Assallahil	
INSP	M-F M-F M-F	7a-3p 3p-7p 7p-12m	\$1,938 \$2,150 \$2,375 \$1,063	No Affiliate	e Rates Available	2
INSP	M-F M-F M-F	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250	No Affiliate	e Rates Available	2
INSP	M-F M-F M-F SA-SU SA-SU	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500	No Affiliate	e Rates Available	e e
INSP	M-F M-F M-F M-F SA-SU	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500	No Affiliate	e Rates Available	2
INSP	M-F M-F M-F SA-SU SA-SU SA-SU	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063	No Affiliate	e Rates Available	÷
INSP	M-F M-F M-F SA-SU SA-SU SA-SU SA-SU	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063 \$875		e Rates Available	2
INSP	M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063 \$875			2
	M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SU :15, :30, :60, :75, :120,	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063 \$875 second spo			2
	M-F M-F M-F M-F SA-SU SA-SU SA-SU SU:15,:30,:60,:75,:120,	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063 \$875 second spo	Affiliate Break Rates		e Rate
	M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SU :15, :30, :60, :75, :120, Full Coverage Rates 82 million HHs	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$2,500 \$1,063 \$875 second spo	Affiliate Break Rates 35 million HHs		
LIFETIME	M-F M-F M-F M-F SA-SU SA-SU SA-SU SY-SU SI:15, :30, :60, :75, :120, Full Coverage Rates 82 million HHs	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$1,063 \$875 second spo	Affiliate Break Rates 35 million HHs <u>Daypart</u>	Hours	<u>Rate</u>
	M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SY SA-SU SU :15, :30, :60, :75, :120, Full Coverage Rates 82 million HHs Daypart M-F	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240 Feed: D Hours 7a-8a	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$1,063 \$875 second spo	Affiliate Break Rates 35 million HHs Daypart M-F	<u>Hours</u> 7a-8a	<u>Rate</u> \$250
LIFETIME	M-F M-F M-F M-F SA-SU SA-SU SA-SU SU:15,:30,:60,:75,:120, Full Coverage Rates 82 million HHs Daypart M-F M-F	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240 Feed: D Hours 7a-8a 8a-4p	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$1,063 \$875 second spo UAL Rate \$250 \$3,500	Affiliate Break Rates 35 million HHs Daypart M-F M-F	Hours 7a-8a 8a-4p	<u>Rate</u> \$250 \$500
LIFETIME	M-F M-F M-F M-F SA-SU SA-SU SA-SU SY-SU SA-SU SY-SU SY-SU SY-SU SY-SU SU SY-SU SY-SU SY-SU SY-SU SY-SU SY-SU SY-SU SY-SU SY-SY-SY-SY-SY-SY-SY-SY-SY-SY-SY-SY-SY-S	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240 Feed: D Hours 7a-8a 8a-4p 4p-8p 6p-12m	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$1,063 \$875 second spo UAL Rate \$250 \$3,500 \$5,500	Affiliate Break Rates 35 million HHs Daypart M-F M-F M-F	Hours 7a-8a 8a-4p 4p-8p 8p-12m	Rate \$250 \$500 \$650
LIFETIME	M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU S15, :30, :60, :75, :120, Full Coverage Rates 82 million HHs Daypart M-F M-F M-F M-F M-SU *	7a-3p 3p-7p 7p-12m 12m-4a 9a-3p 3p-7p 7p-12m 12m-2a 7a-9a :150, :180, :240 Feed: D Hours 7a-8a 8a-4p 4p-8p 6p-12m	\$1,938 \$2,150 \$2,375 \$1,063 \$2,250 \$2,500 \$1,063 \$875 second spo UAL Rate \$250 \$3,500 \$5,500	Affiliate Break Rates 35 million HHs Daypart M-F M-F M-F M-F M-SU *	Hours 7a-8a 8a-4p 4p-8p 8p-12m	Rate \$250 \$500 \$650

MAGNOLIA	Full Coverage Rates			Affiliate Break Rates	}	
	61 million HHs	Feed:	DUAL	18 million HHs		
MAGNOLIA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
NETWORK	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 s		. ,	:30, :60 second spots a		•
ME-TV	Full Coverage Rates	•		Affiliate Break Rates		
	85 million HHs	Feed:	DUAL			
Metv	Daypart	Hours	Rate	1		
MICH	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	No Affiliate	e Rates Available	
	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 a	•	70,230			
MILITARY HISTORY	Full Coverage Rates	available		Affiliate Break Rates		
WILLIAM TIISTOM	10 million HHs			1 million HHs		
	Daypart	 Hours	<u>Rate</u>	<u>Daypart</u>	Hours	Rate
	M-F	8a-4p	\$88	M-F	8a-8p	\$25
	M-F	4p-8p	\$100	M-SU	8p-12m	\$25
MILITARY	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25
HISTORY.	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13
	M-SU	4a-6a	\$100			T
* Not Available in HD	:30, :60 second spots a		7-00	:30, :60 second spots a	vailable	
MOVIES!	Full Coverage Rates			Affiliate Break Rates		
	37 million HHs	Feed:	DUAL			
MOVIES!	Daypart	Hours	<u>Rate</u>	1		
	M-F	6a-9a	\$250			
	M-F	9a-6p	\$625			
	M-SU	6p-12m	\$500			
	M-SU	12m-3a	\$188	No Affiliate	Rates Available	
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$188			
	SA-SU	9a-6p	\$500			
	:30, :60 second spots a	-	7			
NICK @ NITE	Full Coverage Rates			Affiliate Break Rates		
	99 million HHs			30 million HHs		
nick@nite	Daypart	Hours	<u>Rate</u>	Daypart	<u>Hours</u>	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	4а од 6а-7а	\$5,500	M-SU	6a-7a	\$500
	:30, :60 second spots a		45,500	:30, :60 second spots a		7500
	1.50, .00 second spots of	AVAIIADIC		1.50, .00 second spots a	valiable	

START TV	Full Coverage Rates			Affiliate Break Rates			
	35 million HHs	Feed	l: DUAL				
	Daypart	Hours	<u>Rate</u>				
etart w	M-F	6a-9a	\$500				
Stal tiv	M-F	9a-6p	\$1,250				
	M-SU	6p-12m	\$1,250	No Affilia	te Rates Avail	abla	
	M-SU	12m-3a	\$250	NO AIIIIIa	te Rates Avaii	able	
	M-SU	3a-6a	\$125				
	SA-SU	6a-9a	\$375				
	SA-SU	9a-6p	\$1,250				
	:30, :60 second spots a	available					
THIS TV	Full Coverage Rates			Affiliate Break Rate	!S		
_ = _	100 million HHs			38 million HHs			
thic	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	Hours	<u>Rate</u>	
	M-SU	5a-9a	\$188	M-SU	5a-9a	\$25	
N F T W O P K	M-SU	9a-6p	\$438	M-SU	9a-6p	\$50	
NEIWURK	M-SU	6p-12m	\$438	M-SU	6p-12m	\$50	
	M-SU	12m-5a	\$105	M-SU	12m-5a	\$25	
	:30, :60 second spots a	available		:30, :60 second spots	available		
TRAVEL	Full Coverage Rates			Affiliate Break Rate	es .		
	76 million HHs	Feed	l: DUAL	15 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138	
CHANNEL	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450	
CHANNEL	M-F	3p-6p	\$2,500	M-F	3р-6р	\$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	e night mirror f	rom 12m-4a	
	SA-SU	7a-8p	\$3,500	SA-SU	7a-8p	\$600	
	:15, :30, :60, :120 seco	nd spots avai	lable	:15, :30, :60 second spots available			
TV LAND	Full Coverage Rates			Affiliate Break Rate	!S		
	78 million HHs		l: DUAL	36 million HHs			
TVIAND	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
IV LAND	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	
MEATUED	:15, :30, :60 second sp			:15, :30, :60 second spots available			
WEATHER	Full Coverage Rates			Affiliate Break Rate	es .		
	75 million HHs		NGLE (EST)	31 million HHs		Data	
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
The	M-SU	4a-5a	\$1,250	M-SU	4a-5a	\$63	
Weather	M-F	5a-7a	\$2,500	M-F	5a-7a	\$250	
	M-F	7a-7p	\$3,000 \$7,500	M-F	7a-7p	\$375 \$635	
Channel	M-SU	7p-10p	\$7,500	M-SU	7p-10p	\$625	
	* w/2 mirrors from 10p-11p and 1a-2a			* w/2 mirrors fro			
	SA-SU 5a-7a \$10,000 * w/2 mirrors from 7a-9a and 9a-11a			\$A-\$U	5a-7a	\$625	
	•			* w/2 mirrors fro			
	SA-SU	11a-2p	\$5,000 \$3,500	SA-SU	11a-2p	\$625 \$313	
	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.

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888-579-8088

www.nationalmediaspots.com

media@nationalmediaspots.com