



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

### FAITH BASED 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: 10/16/2023




#### 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.

ASPiRE	Full Coverage Rates			Affiliate Break Rates
	38 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-F	6a-12n	\$213	
	M-F	12n-6p	\$300	
	M-F	6p-1a	\$350	
	M-F	1a-6a	\$238	
	SA-SU	6a-12n	\$250	
	SA-SU	12n-6p	\$375	
	SA-SU	6p-1a	\$450	
	SA-SU	1a-6a	\$250	
:30, :60 & :120 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				
JEWISH LIFE TELEVISION	Full Coverage Rates			Affiliate Break Rates
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-SU	2a-7a	\$150	
	M-SU	7a-12n	\$150	
	M-SU	12n-5p	\$188	
	M-SU	5p-8p	\$275	
	M-SU	8p-12m	\$313	
:30, :60, :120 second spots available				

POSTIV	Full Coverage Rates		Affiliate Break Rates
	40 million HHs	Feed: SINGLE (EST)	
	Daypart	Hours	Rate
	M-F	6a-9a	\$60
	M-F	9a-4p	\$85
	M-F	4p-8p	\$110
	M-SU	8p-12m	\$125
	M-SU	12m-4a	\$45
	M-SU	4a-6a	\$20
	SA-SU	6a-8p	\$85
:30, :60, :120 second spots available			No Affiliate Rates Available
TRINITY BROADCAST	Full Coverage Rates		Affiliate Break Rates
	80 million HHs	Feed: SINGLE (EST)	
	Daypart	Hours	Rate
	M-F	6a-8a	\$625
	M-F	8a-5p	\$1,000
	M-F	5p-8p	\$1,125
	SA	2p-8p	\$1,250
	M-SU	8p-12m	\$1,250
	M-SU	12m-2a	\$250
	M-SU	3a-6a	\$375
:30, :60, :120 second spots available			No Affiliate Rates Available
UP	Full Coverage Rates		Affiliate Break Rates
	70 million HHs	Feed: SINGLE (EST)	
	Daypart	Hours	Rate
	M-F	9a-12n	\$2,113
	M-F	12n-4p	\$2,425
	M-F	4p-7p	\$2,713
	M-F	7p-12m	\$2,975
	M-F	12m-3a	\$1,538
	M-F	3am-7am	\$750
	SA-SU	9a-2p	\$2,238
	SA-SU	2p-7p	\$2,650
	SA-SU	7p-12m	\$2,988
	SA-SU	12m-3a	\$1,538
	SA-SU	3am-7am	\$750
* formerly Gospel Music :30, :60 & :120 second spots available			No Affiliate Rates 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.



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