

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

KID'S 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.

AMGTV	Full Coverage Rates			Affiliate Break Rate	s		
	50 million HHs	Feed: SI	NGLE (EST)				
	Daypart	Hours	<u>Rate</u>				
	M-F	6a-9a	\$50				
	M-F	9a-4p	\$75				
	M-F	4p-8p	\$100	No Affiliate Rates Available			
	M-SU	8p-11p	\$125				
	M-SU	11p-2a	\$75				
	M-SU	2a-6a	\$50				
	SA-SU	9a-8p	\$100				
	:30, :60, :120 sec spot	s available					
ANIMAL PLANET	Full Coverage Rates	Coverage Rates		Affiliate Break Rates			
	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	
dillina planet	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 second spots available			:30, :60 second spots available			
BOOMERANG	Full Coverage Rates			Affiliate Break Rates			
	46 million HHs		: DUAL	18 million HHs			
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
36	M-SU	6a-10a	\$250	M-SU	6a-10a	\$38	
GOO! GAN	M-SU	10a-4p	\$375	M-SU	10a-4p	\$50	
-MEII.	M-SU	4p-7p	\$500	M-SU	4p-7p	\$75	
	M-SU	7p-12m	\$375	M-SU	7p-12m	\$100	
	M-SU	12m-3a	\$125	M-SU	12m-6a	\$25	
	M-SU	3a-6a	\$63				
	:30, :60, :90, :120 seco	nd spots avai	lable				
CARTOON	Full Coverage Rates			Affiliate Break Rate	s		
	85 million HHs		: DUAL	15 million HHs	■		
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-5p	\$1,500	M-SU	6a-5p	\$375	
CARTOON NETWORK	:15, :30, :60, :90, :120	cocond cnots	available	:15 :20 :60 socond sr	note available		
	1.13, .30, .00, .90, .120	second spots	avaliable	:15, :30, :60 second spots available			

DISCOVERY	Full Coverage Rates			Affiliate Break Rates			
	72 million HHs	Feed	: DUAL	11 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$2,000	M-SU	6a-9a	\$175	
	M-F	9a-4p	\$3,250	M-F	9a-4p	\$338	
	M-F	4p-8p	\$4,550	M-F	4p-8p	\$388	
Discovery	M-SU *	8p-12m	\$11,700	M-SU	8p-12m	\$1,125	
	* w/late night mir			M-SU	12m-4a	\$313	
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$150	
	SA-SU	9a-7p	\$4,160	SA-SU	9a-8p	\$625	
	:15, :30, :60, :120 seco	nd spots avail	lable	:15, :30, :60 second sp			
DISCOVERY FAMILY	Full Coverage Rates			Affiliate Break Rates			
Family	33 million HHs		NGLE (EST)	20 million HHs	J		
-amuv	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
	M-F	6a-9a	\$138	M-F	6a-9a	\$125	
	M-F	9a-5p	\$288	M-F	9a-5p	\$150	
	M-F	5p-7p	\$375	M-F	5p-7p	\$175	
	M-SU	7p-12m	\$500 \$75	M-SU	7p-12m 12m-6a	\$250	
	M-SU SA-SU	12m-6a 6a-7p	\$75 \$313	M-SU SA-SU		\$75 \$200	
* formerly Discovery Kids	:30, :60, :120 second s	•			6a-7p	\$200	
DISNEY		pots available		:30, :60 second spots a			
DISINET	Full Coverage Rates			Affiliate Break Rates			
	Snonsor r	orograms on	lv!	Sponsor	programs only	.d	
DISNEO		_	=				
CHANNEL	Contact your consultant for custom quotes!			Contact your consultant for custom quotes!			
DISNEY JUNIOR	Full Coverage Rates			Affiliate Break Rates			
	Tull Coverage Nates						
DISNED &	Sponsor programs only! Contact your consultant for custom quotes!			Sponsor programs only! Contact your consultant for custom quotes!			
Junior							
DISNEY XD	Full Coverage Rates			Affiliate Break Rates			
DISNEP	44 million HHs	Feed: SII	NGLE (EST)				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-SU	6a-9a	\$400				
	M-SU	9a-2p	\$500				
	M-SU	2p-5p	\$625	AL ACCULA		1. 1 .	
	M-F	5p-7p	\$675	No Affiliate	e Rates Availa	pie	
	M-SU	7p-12m	\$788 \$113				
	M-SU	12m-2a	\$113 \$75				
	M-SU	2a-6a	\$75 \$000				
	SA-SU :30 :60 :120 second s	9a-7p	\$900				
FETV	:30, :60, :120 second spots available			Affiliate Break Rates			
TEIV	Full Coverage Rates 50 million HHs Feed: SINGLE (EST)		Anniale Dieak Nates				
C 1	<u>Daypart</u>	Hours	Rate				
TOT\	M-SU	6a-9a	\$250				
fetv	M-F	9a-4p	\$550				
	M-F	3p-7p	\$863				
	M-SU	7p-12m	\$975	No Affiliate	e Rates Availa	ble	
	M-SU	12m-2a	\$225				
	M-SU	2a-6a	\$163				
	SA-SU	9a-3p	\$625				
	SA-SU	3p-7p	\$700				
1	:30, :60, :120 second s						
İ	1.50, .00, .120 Second 3	p 0 t0 a r a a c	•				

FREEFORM	Full Coverage Rates			Affiliate Break Rates	;	
	58 million HHs	Feed: DUAL		29 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	<u>Rate</u>
	M-F	7a-6p	\$3,375	M-F	7a-6p	\$325
	M-SU	6p-12m	\$11,250	M-SU	6p-12m	\$375
	M-SU	12m-2a	\$4,000	M-SU	12m-2a	\$275
FREEFORM	SA-SU	7a-6p	\$9,000	SA-SU	7a-6p	\$350
* formerly ABC Family	:15, :30, :60, :120 seco	nd spots avail	able	:30, :60 second spots a	available	
FUSE	Full Coverage Rates		Affiliate Break Rates			
	50 million HHs	Feed: SI	NGLE (EST)			
fuse	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9a	\$125			
	M-F	9a-3p	\$375			
	M-F	3p-6p	\$625	No Affiliate	e Rates Available	e
	M-SU	6p-12m	\$875			_
	M-SU	12m-4a	\$313			
	SA-SU	9a-6p	\$625			
	M-SU	4a-6a	\$125			
CACEARAUN	:30, :60, :120 second s	pots available		A CC111		
GAC FAMILY	Full Coverage Rates			Affiliate Break Rates	i	
G	52 million HHs		NGLE (EST)	11 million HHs	J	
gac family	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate
0	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 \$635	M-F	6p-2a	\$200 \$175
	SA-SU SA-SU	6a-8p	\$625 \$713	SA-SU SA-SU	6a-8p	\$175 \$225
	M-SU	8p-2a 2a-6a	\$713 \$125	SA-SU M-SU	8p-2a 2a-6a	\$225 \$25
				:30, :60 second spots a		325
	:30, :60, :120 second spots available					
ΝΑΤΙΟΝΑΙ	Full Coverage Pates					
NATIONAL GEOGRAPHIC	Full Coverage Rates 71 million HHs			Affiliate Break Rates		
GEOGRAPHIC	71 million HHs	Feed	: DUAL	Affiliate Break Rates 14 million HHs	3	Rate
GEOGRAPHIC NATIONAL		Feed Hours		Affiliate Break Rates		<u>Rate</u> \$250
GEOGRAPHIC	71 million HHs Daypart	Feed	: DUAL Rate	Affiliate Break Rates 14 million HHs Daypart	Hours	
GEOGRAPHIC NATIONAL	71 million HHs Daypart M-F	Feed Hours 9a-3p	: DUAL Rate \$875	Affiliate Break Rates 14 million HHs Daypart M-F	Hours 9a-3p	\$250
GEOGRAPHIC NATIONAL	71 million HHs Daypart M-F M-F	Feed Hours 9a-3p 3p-6p	** DUAL Rate \$875 \$2,000	Affiliate Break Rates 14 million HHs Daypart M-F M-F	Hours 9a-3p 3p-6p	\$250 \$313
GEOGRAPHIC NATIONAL	71 million HHs Daypart M-F M-F M-SU	Feed Hours 9a-3p 3p-6p 6p-12m	** DUAL **Rate** \$875 \$2,000 \$3,750	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU	Hours 9a-3p 3p-6p 6p-12m	\$250 \$313 \$438
GEOGRAPHIC NATIONAL	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	**EDUAL Rate \$875 \$2,000 \$3,750 \$2,000	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	\$250 \$313 \$438 \$250
MATIONAL GEOGRAPHIC	71 million HHs Daypart M-F M-F M-SU M-SU M-SU M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	**Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU M-SU	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	\$250 \$313 \$438 \$250 \$63
GEOGRAPHIC NATIONAL	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	**Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available	\$250 \$313 \$438 \$250 \$63
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable	**Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available	\$250 \$313 \$438 \$250 \$63
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours	* DUAL **Rate \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 **DUAL **Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours	\$250 \$313 \$438 \$250 \$63 \$375
MATIONAL GEOGRAPHIC	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a	\$2,000 \$3,750 \$2,000 \$3,750 \$2,000 \$663 \$2,250 \$2,250	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p	\$2,000 \$3,750 \$2,000 \$3,750 \$2,000 \$663 \$2,250 \$2,250 \$2,250	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p	**EDUAL **Rate** \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 **DUAL **Rate** \$6,300 \$5,600 \$7,700	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p	\$2,000 \$3,750 \$2,000 \$3,750 \$2,000 \$663 \$2,250 \$2,250 \$2,250	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots at a second spo	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p	**EDUAL **Rate** \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 **DUAL **Rate** \$6,300 \$5,600 \$7,700	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU M-SU SA-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU S-SU 30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots at a second spo	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU S-SU M-SU M-SU M-SU M-SU M-SU S-SU S-SU S-SU M-SU M	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU M-SU SA-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates The substitute of the substitute	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR * Not Available in HD	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SO, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU SO, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots at 40 million HHs Daypart M-SU SA-SU :30, :60 second spots at 40 million HHs Affiliate Break Rates Affiliate Break Rates No Affiliate Break Rates	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU M-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a vailable	## DUAL Rate \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 DUAL Rate \$6,300 \$5,600 \$7,700 \$9,100 DUAL Rate \$1,125 \$1,125	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR * Not Available in HD NICK TOONS	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a vailable	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots at 40 million HHs Daypart M-SU SA-SU :30, :60 second spots at 40 million HHs Affiliate Break Rates Affiliate Break Rates No Affiliate Break Rates	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR * Not Available in HD	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU SO, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-9a 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a vailable Feed Hours	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a Affiliate Break Rates Affiliate Break Rates	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR * Not Available in HD NICK TOONS	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU SU M-SU M-SU M-SU SU M-SU	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a vailable Feed Hours 6a-2a vailable	## DUAL Rate \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 DUAL Rate \$6,300 \$5,600 \$7,700 \$9,100 DUAL Rate \$1,125 DUAL Rate \$1,125	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a Affiliate Break Rates Affiliate Break Rates	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000
NATIONAL GEOGRAPHIC NICKELODEON NICKELODEON NICK JR * Not Available in HD NICK TOONS	71 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU SO, :60 second spots a Full Coverage Rates 75 million HHs Daypart M-SU :30, :60 second spots a	Feed Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Feed Hours 6a-2p 9a-2p 2p-10p vailable Feed Hours 6a-2a vailable Feed Hours 6a-12m 9a-12m	### Rate	Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs Daypart M-SU :30, :60 second spots a Affiliate Break Rates Affiliate Break Rates	Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available 6 Hours 6a-10p	\$250 \$313 \$438 \$250 \$63 \$375 Rate \$2,000

TBD	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed	DUAL			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	9a-5p	\$250			
	M-F	5p-12m	\$250	No Affiliate Rates Available		
	M-SU	12m-5a	\$100	No Armate Nates Available		
	SA-SU	10a-5p	\$250			
	SA-SU	5p-12m	\$250			
	:30, :60, :120 second s	pots available				
TEEN NICK	Full Coverage Rates	erage Rates		Affiliate Break Rates		
	56 million HHs	Feed	DUAL			
Teennick"	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9p	\$875			
	M-SU	9p-12m	\$1,000	No Affiliate Rates Available		
	M-SU	12m-3a	\$500			
	M-SU	3a-6a	\$375			
* Not Available in HD	:30, :60, :120 second s	spots available				
UNIVERSAL KIDS	Full Coverage Rates	overage Rates		Affiliate Break Rates		
	55 million HHs	Feed: DUAL				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
UNIVERSAL KIDS	M-SU	6a-9a	\$225			
ONIA FIRSAL KIDS	M-F	9a-3p	\$275			
	M-F	3p-6p	\$313	No Affiliate Rates Available		
	M-SU	6p-12m	\$250	No Allillate Nates Available		
	M-SU	12m-3a	\$125			
	M-SU	3a-6a	\$63			
	SA-SU	9a-6p	\$275			
* formerly Sprout	:30, :60, :120 second s	pots 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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