



## 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 Rates				
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	6a-9a	\$50					
	M-F	9a-4p	\$75					
	M-F	4p-8p	\$100					
	M-SU	8p-11p	\$125					
	M-SU	11p-2a	\$75					
	M-SU	2a-6a	\$50					
	SA-SU	9a-8p	\$100					
	:30, :60, :120 sec 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				
BOOMERANG	Full Coverage Rates			Affiliate Break Rates				
	46 million HHs	Feed: DUAL		18 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-SU	6a-10a	\$250	M-SU			6a-10a	\$38
	M-SU	10a-4p	\$375	M-SU			10a-4p	\$50
	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 second spots available							
	CARTOON	Full Coverage Rates					Affiliate Break Rates	
	85 million HHs	Feed: DUAL		15 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-SU	6a-5p	\$1,500	M-SU			6a-5p	\$375
:15, :30, :60, :90, :120 second spots available			:15, :30, :60 second spots available					

DISCOVERY	Full Coverage Rates			Affiliate Break Rates		
	72 million HHs	Feed: DUAL		11 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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
	M-SU *	8p-12m	\$11,700	M-SU	8p-12m	\$1,125
	* w/late night mirror from 12m-4a			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 second spots available			:15, :30, :60 second spots available		
DISCOVERY FAMILY	Full Coverage Rates			Affiliate Break Rates		
	33 million HHs	Feed: SINGLE (EST)		20 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	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	M-SU	7p-12m	\$250
	M-SU	12m-6a	\$75	M-SU	12m-6a	\$75
	SA-SU	6a-7p	\$313	SA-SU	6a-7p	\$200
* formerly Discovery Kids	:30, :60, :120 second spots available			:30, :60 second spots available		
DISNEY	Full Coverage Rates			Affiliate Break Rates		
	Sponsor programs only! Contact your consultant for custom quotes!			Sponsor programs only! Contact your consultant for custom quotes!		
DISNEY JUNIOR	Full Coverage Rates			Affiliate Break Rates		
	Sponsor programs only! Contact your consultant for custom quotes!			Sponsor programs only! Contact your consultant for custom quotes!		
DISNEY XD	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$400			
	M-SU	9a-2p	\$500			
	M-SU	2p-5p	\$625			
	M-F	5p-7p	\$675			
	M-SU	7p-12m	\$788			
	M-SU	12m-2a	\$113			
	M-SU	2a-6a	\$75			
	SA-SU	9a-7p	\$900			
:30, :60, :120 second spots available						
FETV	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$250			
	M-F	9a-4p	\$550			
	M-F	3p-7p	\$863			
	M-SU	7p-12m	\$975			
	M-SU	12m-2a	\$225			
	M-SU	2a-6a	\$163			
	SA-SU	9a-3p	\$625			
	SA-SU	3p-7p	\$700			
:30, :60, :120 second spots available						

FREEFORM		Full Coverage Rates		Affiliate Break Rates		
 <b>FREEFORM</b> <small>* formerly ABC Family</small>	58 million HHs	Feed: DUAL		29 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<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
	SA-SU	7a-6p	\$9,000	SA-SU	7a-6p	\$350
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
FUSE		Full Coverage Rates		Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-9a	\$125			
	M-F	9a-3p	\$375			
	M-F	3p-6p	\$625			
	M-SU	6p-12m	\$875			
	M-SU	12m-4a	\$313			
	SA-SU	9a-6p	\$625			
M-SU	4a-6a	\$125				
:30, :60, :120 second spots available						
GAC FAMILY		Full Coverage Rates		Affiliate Break Rates		
	52 million HHs	Feed: SINGLE (EST)		11 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	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			
NATIONAL GEOGRAPHIC		Full Coverage Rates		Affiliate Break Rates		
 NATIONAL GEOGRAPHIC	71 million HHs	Feed: DUAL		14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-3p	\$875	M-F	9a-3p	\$250
	M-F	3p-6p	\$2,000	M-F	3p-6p	\$313
	M-SU	6p-12m	\$3,750	M-SU	6p-12m	\$438
	M-SU	12m-3a	\$2,000	M-SU	12m-3a	\$250
	M-SU	3a-6a	\$663	M-SU	3a-6a	\$63
	SA-SU	9a-6p	\$2,250	SA-SU	9a-6p	\$375
:30, :60 second spots available			:30, :60 second spots available			
NICKELODEON		Full Coverage Rates		Affiliate Break Rates		
	83 million HHs	Feed: DUAL		40 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$6,300	M-SU	6a-10p	\$2,000
	M-SU	6a-2p	\$5,600			
	M-SU	9a-2p	\$7,700			
	M-SU	2p-10p	\$9,100			
:30, :60 second spots available			:30, :60 second spots available			
NICK JR		Full Coverage Rates		Affiliate Break Rates		
 <small>* Not Available in HD</small>	75 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-2a	\$1,125			
:30, :60 second spots available						
NICK TOONS		Full Coverage Rates		Affiliate Break Rates		
 <small>* Not Available in HD</small>	54 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-12m	\$625			
	SA-SU	9a-12m	\$750			
:30, :60 second spots available						

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

#### NOTES

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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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