



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

### NEWS 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: 12/3/2024






#### 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.





BBC AMERICA		Full Coverage Rates		Affiliate Break Rates	
	76 million HHs	Feed: DUAL		30 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>
	M-F	6a-2p	\$750	M-F	6a-2p
	M-F	2p-6p	\$1,438	M-F	2p-6p
	M-SU	6p-12m	\$3,625	M-SU	6p-12m
	* w/late night mirror from 12m-6a			* w/late night mirror from 12m-6a	
	SA-SU	6a-6p	\$1,813	SA-SU	6a-6p
	:15, :30, :60, :120 second spots available			:30, :60 second spots available	
BBC WORLD NEWS		Full Coverage Rates		Affiliate Break Rates	
	44 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	2a-6a	\$238		
	M-F	6a-930a	\$900		
	M-F	930a-5p	\$450		
	M-F	5p-7p	\$1,200		
	M-F	7p-12m	\$1,950		
	M-F	12m-2a	\$300		
	SA-SU	2a-6a	\$238		
	SA-SU	6a-930a	\$900		
	SA-SU	930a-5p	\$450		
	SA-SU	5p-7p	\$1,163		
	SA-SU	7p-12m	\$1,950		
	SA-SU	12m-2a	\$300		
	:30, :60 second spots available				
BLACK NEWS		Full Coverage Rates		Affiliate Break Rates	
	48 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	6a-10a	\$750		
	M-F	10a-5p	\$750		
	M-F	5p-7p	\$1,000		
	M-F	7p-11p	\$1,125		
	M-F	11p-12m	\$1,000		
	M-F	12m-2a	\$375		
	M-F	2a-6a	\$125		
	SA-SU	6a-12n	\$500		
	SA-SU	12n-12m	\$750		
	:30, :60, :90, :120 second spots available				



BLOOMBERG		Full Coverage Rates		Affiliate Break Rates		
	71 million HHs	Feed: SINGLE (EST)		18 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	5a-9a	\$1,063	M-F	5a-9a	\$438
	M-F	9a-5p	\$1,250	M-F	9a-5p	\$375
	M-F	5p-12m	\$900	M-F	5p-12m	\$300
	SA-SU	5a-12m	\$375	SA-SU	5a-12m	\$250
	M-SU	12m-5a	\$238	M-SU	12m-5a	\$63
		:15, :30, :60, :120 second spots available		30, :60 second spots available		
CNBC		Full Coverage Rates		Affiliate Break Rates		
	82 million HHs	Feed: SINGLE (EST)		27 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	5a-6a	\$875	M-SU	5a-6a	\$125
	M-F	6a-7p	\$5,000	M-F	6a-7p	\$438
	M-SU	7p-11p	\$8,000	M-SU	7p-11p	\$750
	M-SU	7p-2a	\$7,500	M-SU	11p-2a	\$500
	M-SU	11p-2a	\$3,500	SA-SU	2a-5a	\$125
	SA-SU	2a-5a	\$625	SA-SU	6a-7p	\$375
	SA-SU	6a-7p	\$750			
	SA-SU	3p-7p	\$2,500			
		:15, :30, :60, :120 second spots available		:15, :30, :60 second spots available		
CNBC WORLD		Full Coverage Rates		Affiliate Break Rates		
	35 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-7p	\$125			
	M-SU	7p-12m	\$250			
	M-SU	12m-2a	\$200			
	M-SU	2a-6a	\$75			
		:30, :60 second spots available				
CNN		Full Coverage Rates		Affiliate Break Rates		
	86 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-SU	6a-9a	\$4,125	M-SU	6a-12n	\$750
	M-F	9a-3p	\$6,500	M-SU	12n-6p	\$750
	M-F	3p-7p	\$7,500	M-SU	6p-12m	\$813
	SA-SU	9a-7p	\$5,250	M-SU	12m-6a	\$150
	M-SU	7p-12m	\$7,000			
	M-SU	12m-3a	\$2,000			
	M-SU	3a-6a	\$688			
		:30, :60, :90, :120 second spots available		:30, :60 second spots available		
CNN ESPANOL		Full Coverage Rates		Affiliate Break Rates		
	23 million HHs	Feed: SINGLE (EST)		2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-10a	\$213	M-SU	6a-12n	\$38
	M-SU	10a-3p	\$275	M-SU	12n-6p	\$38
	M-SU	3p-7p	\$275	M-SU	6p-12m	\$38
	M-SU	7p-11p	\$313	M-SU	12m-6a	\$38
	M-SU	11p-3a	\$175			
	SA-SU	6a-1p	\$125			
	SA-SU	1p-7p	\$138			
	SA-SU	7p-11p	\$150			
	SA-SU	11p-6a	\$138			
		:30, :60, :90, :120 second spots available		:30, :60 second spots available		

CNN INT	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-10a	\$113			
	M-F	10a-4p	\$125			
	M-F	4p-7p	\$125			
	M-SU	7p-12m	\$375			
	M-SU	12m-3a	\$113			
	SA-SU	10a-7p	\$125			
	M-SU	3a-6a	\$50			
	:30, :60, :120 second spots available					
ESPN NEWS	Full Coverage Rates			Affiliate Break Rates		
	74 million HHs	Feed: SINGLE (EST)		35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-6p	\$500	M-F	6a-6p	\$250
	M-SU	6p-12m	\$1,500	M-SU	6p-12m	\$500
	M-SU	12m-3a	\$875	M-SU	12m-3a	\$250
	SA-SU	6a-12n	\$1,250	SA-SU	6a-12n	\$500
	SA-SU	12n-6p	\$1,750	SA-SU	12n-6p	\$750
	M-SU	3a-6a	\$250	M-SU	3a-6a	\$63
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
	FOX BUSINESS	Full Coverage Rates			Affiliate Break Rates	
	83 million HHs	Feed: SINGLE (EST)		32 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-9a	\$1,250	M-F	6a-9a	\$313
	M-F	9a-6p	\$2,000	M-F	9a-5p	\$375
	M-F	6p-8p	\$2,000	M-F	5p-8p	\$375
	M-F	8p-12m	\$1,500	M-F	8p-12m	\$375
	M-SU	12m-2a	\$375	M-SU	12m-2a	\$250
	M-SU	2a-6a	\$250	M-SU	2a-6a	\$125
	SA-SU	6a-6p	\$688	SA-SU	6a-12n	\$250
				SA-SU	6p-11p	\$250
:30, :60, :120 second spots available			:30, :60, :120 second spots available			
FOX NEWS	Full Coverage Rates			Affiliate Break Rates		
	86 million HHs	Feed: SINGLE (EST)		20 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-9a	\$13,750	M-F	6a-9a	\$1,250
	M-F	9a-12n	\$20,000	M-F	9a-12n	\$1,750
	M-F	12n-5p	\$20,000	M-F	12n-5p	\$1,750
	M-F	5p-8p	\$22,500	M-F	5p-8p	\$1,875
	M-SU	8p-11p	\$21,250	M-SU	8p-11p	\$1,750
	M-SU	11p-2a	\$5,000	M-SU	11p-2a	\$563
	M-SU	2a-6a	\$1,500	M-SU	2a-6a	\$438
	SA-SU	6a-9a	\$10,000	SA-SU	6a-9a	\$875
	SA-SU	9a-8p	\$7,500	SA-SU	9a-8p	\$825
	:30, :60, :120 second spots available			:30, :60 second spots available		
HLN	Full Coverage Rates			Affiliate Break Rates		
	84 million HHs	Feed: SINGLE (EST)		11 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-10a	\$1,250	M-SU	6a-7p	\$200
	M-F	10a-4p	\$1,375	M-SU	7p-11p	\$375
	M-F	4p-7p	\$1,500	M-SU	11p-3a	\$375
	M-SU *	7p-11pm	\$2,500	M-SU	3a-6a	\$100
	* w/late night mirror from 11p-3a					
	M-SU	3a-6a	\$250			
	SA-SU	10a-7p	\$2,000			
	:30, :60, :90, :120 second spots available			:30, :60 second spots available		

\* formerly CNN Headline

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MSNBC	Full Coverage Rates			Affiliate Break Rates		
	95 million HHs	Feed: SINGLE (EST)		33 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-9a	\$11,250	M-F	6a-9a	\$875
	M-F	9a-7p	\$10,000	M-F	9a-7p	\$1,000
	SA-SU	6a-7p	\$7,500	SA-SU	6a-7p	\$625
	M-SU	7p-11p	\$17,250	M-SU	7p-11p	\$1,250
	M-SU	11p-2a	\$6,875	M-SU	11p-2a	\$625
	M-SU	2a-6a	\$1,000	M-SU	2a-6a	\$125
	:30, :60 second spots available			:30, :60 second spots available		
NEWSMAX	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$625			
	M-F	9a-4p	\$1,250			
	M-F	4p-7p	\$1,500			
	M-SU	7p-12m	\$1,250			
	M-SU	12m-3a	\$800			
	M-SU	3a-6a	\$200			
	SA-SU	9a-7p	\$1,250			
	:15, :30, :60, :120 second spots available					
NEWS NATION	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: DUAL		11 million HHs	Feed: DUAL	
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$500	M-F	6a-10a	\$38
	M-F	9a-3p	\$1,250	M-F	10a-3p	\$500
	M-F	3p-6p	\$1,500	M-F	3p-6p	\$563
	M-SU	6p-11p	\$2,250	M-SU	6p-11p	\$438
	M-SU	11p-3a	\$500	M-SU	11p-3a	\$125
	M-SU	3a-6a	\$88	M-SU	3a-6a	\$63
	SA-SU	9a-6p	\$1,250	SA-SU	9a-6p	\$500
*formerly WGN America	:30, :60, :90, :120 second spots available			:30, :60, :90, :120 second spots available		
NEWSY	Full Coverage Rates			Affiliate Break Rates		
	108 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-9a	\$38			
	M-F	9a-6p	\$88			
	SA-SU	9a-6p	\$75			
	M-SU	6p-12m	\$75			
	M-SU	12m-3a	\$38			
	M-SU	3a-6a	\$25			
	:30, :60, :120 second spots available					

ONE AMERICA NEWS		Full Coverage Rates		Affiliate Break Rates		
	40 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$1,075			
	M-F	9a-4p	\$1,935			
	M-F	4p-7p	\$1,995			
	M-F	7p-8p	\$2,165			
	M-F	8p-11p	\$2,415			
	M-F	11p-2a	\$1,915			
	M-F	2a-6a	\$660			
	SA-SU	6a-9a	\$1,180			
	SA-SU	9a-4p	\$2,040			
	SA-SU	4p-7p	\$1,560			
	SA-SU	7p-8p	\$1,560			
	SA-SU	8p-11p	\$1,560			
	SA-SU	11p-2a	\$1,015			
	SA-SU	2a-6a	\$820			
	:30, :60 second spots available					
WEATHER		Full Coverage Rates		Affiliate Break Rates		
	75 million HHs	Feed: SINGLE (EST)		20 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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