



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

### SPANISH 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: 7/22/2024






#### 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.

BEIN SPORTS	Full Coverage Rates			Affiliate Break Rates		
	41 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$18			
	M-F	10a-3p	\$148			
	M-F	3p-7p	\$188			
	M-F	7p-11p	\$188			
	M-F	11p-2a	\$118			
	SA-SU	6a-12m	\$650			
:15, :30, :60, :120 second spots available						
BEIN SPORTS N	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-F	6a-10a	\$13			
	M-F	10a-3p	\$145			
	M-F	3p-7p	\$365			
	M-F	7p-11p	\$388			
	M-F	11p-2a	\$113			
	SA-SU	6a-12m	\$870			
:15, :30, :60, :120 second spots available						
BEIN SPORTS XTRA	Full Coverage Rates			Affiliate Break Rates		
	6 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$13			
	M-F	10a-3p	\$138			
	M-F	3p-7p	\$150			
	M-F	7p-11p	\$163			
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$150			
:15, :30, :60, :120 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		

DISCOVERY EN ESPAÑOL	Full Coverage Rates			Affiliate Break Rates		
	65 million HHs	Feed: SINGLE (EST)		33 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-7a	\$100	M-F	6a-7a	\$50
	M-F	9a-3p	\$188	M-F	9a-3p	\$94
	M-F	3p-7p	\$313	M-F	3p-7p	\$156
	M-SU	7p-11p	\$625	M-SU	7p-11p	\$219
	M-SU	11p-3a	\$375	M-SU	11p-3a	\$188
	SA-SU	9a-7p	\$313	SA-SU	9a-7p	\$158
	* Not Available in HD :30, :60 second spots available			:30, :60 second spots available		
DISCOVERY FAMILIA	Full Coverage Rates			Affiliate Break Rates		
	32 million HHs	Feed: SINGLE (EST)		16 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$25	M-SU	6a-9a	\$13
	M-SU	9a-3p	\$88	M-SU	9a-3p	\$75
	M-SU	3p-7p	\$100	M-SU	3p-7p	\$50
	M-SU	7p-11p	\$150	M-SU	7p-11p	\$75
	M-SU	11p-3a	\$100	M-SU	11p-3a	\$44
	SA-SU	9a-7p	\$88	SA-SU	9a-7p	\$63
* Not Available in HD :30, :60 second spots available			:30, :60 second spots available			
ESPN DEPORTES	Full Coverage Rates			Affiliate Break Rates		
	10 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-F	6a-6p	\$338	M-F	6a-6p	\$125
	M-SU	6p-12m	\$1,125	M-SU	6p-12m	\$250
	M-SU	12m-3a	\$450	M-SU	12m-3a	\$188
	SA-SU	6a-12n	\$900	SA-SU	6a-12n	\$375
	SA-SU	12n-6p	\$1,125	SA-SU	12n-6p	\$500
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$50
:15, :30, :60 second spots available			:15, :30, :60 second spots available			
ESTRELLA TV	Full Coverage Rates			Affiliate Break Rates		
	30 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	7a-10a	\$200			
	M-F	10a-3p	\$288			
	M-F	3p-7p	\$750			
	M-SU	7p-11p	\$3,000			
	SA-SU	12n-7p	\$625			
	M-SU	11p-12m	\$688			
:30, :60, :120 second spots available						
FORO TV	Full Coverage Rates			Affiliate Break Rates		
	6 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-10a	\$25			
	M-F	10a-4p	\$38			
	M-F	4p-7p	\$38			
	M-SU	7p-11p	\$50			
	M-SU	11p-2a	\$25			
	SA-SU	9a-7p	\$38			
M-SU	2a-6a	\$13				
:30, :60, :120 second spots available						

FUSION		Full Coverage Rates		Affiliate Break Rates	
	20 million HHs			No Affiliate Rates Available	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	6a-9a	\$188		
	M-F	9a-3p	\$375		
	M-F	3p-7p	\$625		
	M-SU	7p-12m	\$1,000		
	M-SU	12m-3a	\$250		
	M-SU	3a-6a	\$100		
SA-SU		9a-7p	\$500		
* formerly ABC News Now		:30, :60 second spots available			
FOX SPORTS DEPORTES		Full Coverage Rates		Affiliate Break Rates	
	15 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	7a-5p	\$113		
	M-SU	5p-11p	\$288		
	M-SU	11p-2a	\$125		
	M-SU	2a-4a	\$25		
	SA-SU	7a-5p	\$225		
:30, :60, :120 second spots available					
GALAVISION		Full Coverage Rates		Affiliate Break Rates	
	65 million HHs			28 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>
	M-F	6a-9a	\$875	M-SU	6a-10a
	M-F	9a-3p	\$1,250	M-SU	10a-4p
	M-F	3p-7p	\$2,000	M-SU	4p-7p
	M-SU	7p-12m	\$3,250	M-SU	7p-11p
	M-SU	12m-3a	\$1,000	M-SU	11p-3a
	M-SU	3a-6a	\$188	M-SU	3a-6a
	SA-SU	9a-7p	\$1,500		
:30, :60 second spots available				:30, :60 second spots available	
HISTORY EN ESPANOL		Full Coverage Rates		Affiliate Break Rates	
	10 million HHs	Feed: SINGLE (EST)		2 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>
	M-SU	4a-6a	\$13	M-F	6a-4p
	M-F	8a-4p	\$88	M-F	4p-8p
	M-F	4p-8p	\$125	M-SU	8p-12a
	M-SU	8p-12a	\$163	* w/late night mirror from 12m-4a	
	* w/late night mirror from 12m-4a			SA-SU	6a-12n
	SA-SU	8a-12n	\$100	SA-SU	12n-8p
	SA-SU	12n-8p	\$138		
* Not Available in HD		:30, :60 second spots available		:30, :60 second spots available	
NAT GEO MUNDO		Full Coverage Rates		Affiliate Break Rates	
	6 million HHs	Feed: SINGLE (EST)		1 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>
	M-F	6a-3p	\$38	M-F	7a-3p
	M-F	3p-7p	\$75	M-F	3p-6p
	M-SU	7p-11p	\$150	M-SU	6p-11p
	M-SU	11p-2a	\$113	M-SU	11p-2a
	SA-SU	6p-6a	\$100	SA-SU	7a-6p
	M-SU	2a-6a	\$25		
:30, :60 second spots available				:30, :60 second spots available	

TELEMUNDO	Full Coverage Rates			Affiliate Break Rates		
	62 million HHs	Feed: DUAL		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-10a	\$2,500			
	M-F	1030a-3p	\$5,000			
	M-F	3p-7p	\$7,000			
	M-SU	7p-11p	\$10,500			
	M-SU	11p-2a	\$3,750			
	SA-SU	1130a-7p	\$4,500			
:30, :60 second spots available						
Tr3s	Full Coverage Rates			Affiliate Break Rates		
	28 million HHs	Feed: SINGLE (EST)		10 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-11a	\$75	M-SU	6a-11a	\$25
	M-SU	11a-4p	\$125	M-SU	11a-4p	\$38
	M-SU	4p-7p	\$117	M-SU	4p-7p	\$50
	M-SU	7p-11p	\$84	M-SU	7p-11p	\$63
	M-SU	11p-2a	\$63	M-SU	11p-2a	\$25
	M-SU	2a-6a	\$25	M-SU	2a-6a	\$13
:30, :60, :90 & :120 second spots available			:30, :60, :90 & :120 second spots available			
TUDN	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	7a-10a	\$138			
	M-F	10a-4p	\$175			
	M-F	4p-7p	\$188			
	M-SU	7p-11p	\$413			
	M-SU	11p-2a	\$125			
	SA-SU	9a-7p	\$163			
M-SU	2a-6a	\$50				
:30, :60 & :120 second spots available						
*formerly Univision Deportes						
UNIMAS	Full Coverage Rates			Affiliate Break Rates		
	71 million HH's			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$2,250			
	M-F	9a-4p	\$2,875			
	M-F	4p-7p	\$4,000			
	M-SU	7p-11p	\$8,250			
	M-SU	11p-3a	\$1,250			
	M-SU	3a-6a	\$250			
SA-SU	9a-3p	\$3,000				
:30, :60 second spots available						
UNIVERSO	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: DUAL		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-8a	\$75			
	M-F	8a-12n	\$125			
	M-F	12n-3p	\$250			
	M-F	3p-7p	\$375			
	M-SU	7p-12m	\$625			
	M-SU	12m-2a	\$300			
M-SU	2a-6a	\$50				
SA-SU	8a-12n	\$450				
SA-SU	12n-7p	\$550				
:30, :60 second spots available						
* formerly MUN2						
* Not Available in HD						

UNIVISION	Full Coverage Rates			Affiliate Break Rates
	120 million HHs	Feed: DUAL		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-SU	6a-9a	\$6,600	
	M-SU	9a-4p	\$8,000	
	M-SU	4p-7p	\$10,600	
	M-SU	7p-12m	\$15,800	
	M-SU	12m-3a	\$6,000	
	M-SU	3a-6a	\$1,000	
	SA-SU	9a-7p	\$9,000	
:30, :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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