

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

SPORTS 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: 10/18/2023

## 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.

ACC	Full Coverage Rates			Affiliate Break Rate	!S	
	33 million HHs	Feed: SING	LE (EST)	6 million HHs		
AFF	Daypart	Hours	Rate	Daypart	Hours	Rate
ALL	M-F	6a-6p	\$100	M-F	6a-6p	\$63
ESPIT NETWORK	M-SU	6p-12m	\$250	M-SU	6p-12m	\$125
	M-SU	12m-3a	\$188	M-SU	12m-3a	\$63
	SA-SU	6a-12n	\$375	SA-SU	6a-12n	\$188
	SA-SU	12n-6p	\$625	SA-SU	12n-6p	\$313
	M-SU	3a-6a	\$63	M-SU	3a-6a	\$25
	:15, :30, :60 second sp	ots available	·	:15, :30, :60 second s	pots available	•
ALTITUDE	Full Coverage Rates			Affiliate Break Rate	!S	
Ec.c. c	3.1 million HHs	Feed: SING	LE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
LI CULLE	M-SU	6a-1a	\$125	No Affilia	te Rates Availal	ole
0	:15, :30, & :60 second	spots available				
AXSTV	Full Coverage Rates			Affiliate Break Rate	es	
	50 million HHs					
axs₩	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
<b>UVDE</b>	M-F	8a-5p	\$250			
	SA-SU	8a-5p	\$188			
	M-F	5p-8p	\$313			
	SA-SU	5p-8p	\$250			
	M-TH, SA-SU *	8p-11p	\$938	No Affilia	te Rates Availal	ole
	* 11p-2a mir	ror included				
	F *	8p-11p	\$1,000			
	* 11p-4a mir	ror included				
	AXS TV Fight Specific	9p-1130p	\$1,250			
	M-SU	2a-6a	\$125			
	:15, :30, & :60 second	spots available				
BEIN SPORTS	Full Coverage Rates			Affiliate Break Rate	es es	
DOIN L COCOTO	41 million HHs	Feed: SING	LE (EST)			
OCIIV SPORTS	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$18			
	M-F	10a-3p	\$148			
	M-F	3p-7p	\$188	No Affilia	te Rates Availal	ole
	M-F	7p-11p	\$200	IVO AIIIII	a.cs Avanai	
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$650			
	SA-SU	12n-7p	\$290			
	:15, :30, :60, :120 seco	ond spots availab	ole			

BEIN SPORTS XTRA	Full Coverage Rates			Affiliate Break Rates	;	
	6 million HHs	Feed: SIN	IGLE (EST)			
OCIN SPORTS XTRA	Daypart	Hours	Rate			
	M-F	6a-10a	\$13			
	M-F	10a-3p	\$138			
	M-F	3p-7p	\$150	No Affiliate	e Rates Available	<b>:</b>
	M-F	7p-11p	\$163			
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$150			
	:15, :30, :60, :120 sec	ond spots avail	lable			
BEIN SPORTS N	<b>Full Coverage Rates</b>			Affiliate Break Rates	;	
	50 million HHs	Feed: SIN	IGLE (EST)			
OCIN SPORTS N	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
CONTO OF ORTO	M-F	6a-10a	\$13			
	M-F	10a-3p	\$145			
	M-F	3p-7p	\$365	No Affiliate	e Rates Available	•
	M-F	7p-11p	\$388			
	M-F	11p-2a	\$113			
	SA-SU	6a-12m	\$870			
	:15, :30, :60, :120 sec	ond spots avail	lable			
BIG10	<b>Full Coverage Rates</b>			Affiliate Break Rates		
	47 million HHs	Feed: SIN	IGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$43			
711	M-F	10a-6p	\$153			
BIG TEN NETWORK	M-F	6p-12m	\$423			
	M-F	12m-6a	\$68	No Affiliate	e Rates Available	:
	SA-SU	6a-10a	\$105			
	SA-SU	10a-6p	\$468			
	SA-SU	6p-12m	\$440			
	SA-SU	12m-6a	\$95			
	:30, :60, :90, :120 seco	nd spots avail	able			
CBS SPORTS	Full Coverage Rates			Affiliate Break Rates		
<u> </u>	40 million HHs		IGLE (EST)	16 million HHs		
CBS SPORTS	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
NETWORK	M-F	6a-12n	\$1,000	M-F	6a-12n	\$150
	M-F	12n-4p	\$1,063	M-F	12n-4p	\$213
	M-F	4p-7p	\$1,188	M-F	4p-7p	\$275
	M-SU	7p-12m	\$1,375	M-SU	7p-12m	\$338
	M-SU	12m-6a	\$563	M-SU	12m-6a	\$150
	SA-SU	6a-12n	\$1,125	SA-SU	6a-12n	\$213
	SA-SU	12n-7p	\$1,250	SA-SU	12n-7p	\$275
	:30, :60 second spots a	available		:30, :60 second spots a		
COX SPORTS TV	Full Coverage Rates			Affiliate Break Rates	;	
	3 million HHs		IGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	Rate			
	M-SU	9a-6p	\$25			
	M-SU	6p-12m	\$25	A1 . A COUR .	- Data : A . II I I	
	M-SU	8p-11p	\$28	No Affiliate	e Rates Available	
	M-SU	12m-6a	\$15 \$25			
	SA-SU	9a-6p	\$25			
	SA-SU	6p-12m	\$25			
1	:15, :30, :60 second sp	ots available				

ESPN	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: SINGLE (EST)		14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$9,500	M-F	6a-6p	\$625
	M-SU	6p-12m	\$37,500	M-SU	6p-12m	\$2,000
	M-SU	12m-3a	\$16,250	M-SU	12m-3a	\$625
	SA-SU	6a-12n	\$8,450	SA-SU	6a-12n	\$1,500
	SA-SU	12n-6p	\$9,360	SA-SU	12n-6p	\$1,625
	M-SU	3a-6a	\$1,875	M-SU	3a-6a	\$125
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	ots available	
ESPN2	<b>Full Coverage Rates</b>			Affiliate Break Rates	;	
	71 million HHs	Feed: SIN	GLE (EST)	14 million HHs		
<b>332</b> 112	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$4,500	M-F	6a-6p	\$375
	M-SU	6p-12m	\$6,750	M-SU	6p-12m	\$875
	M-SU	12m-3a	\$3,375	M-SU	12m-3a	\$375
	SA-SU	6a-12n	\$5,625	SA-SU	6a-12n	\$750
	SA-SU	12n-6p	\$6,750	SA-SU	12n-6p	\$1,000
	M-SU	3a-6a	\$900	M-SU	3a-6a	\$100
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	ots available	
ESPN DEPORTES	Full Coverage Rates			Affiliate Break Rates	<u> </u>	
	10 million HHs	Feed: SIN	GLE (EST)	2 million HHs		
ESTI	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	Rate
<b>D</b> PORTES	M-F	6a-6p	\$338	M-F	6a-6p	\$125
DEPURIES	55	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 sp			:15, :30, :60 second sp	ots available	
ESPNEWS	Full Coverage Rates		O. 5 (505)	Affiliate Break Rates	<b>i</b>	
	58 million HHs	Feed: SIN		11 million HHs		Data
EDFI IEWD	<u>Daypart</u> M-F	Hours	<u>Rate</u> \$500	<u>Daypart</u> M-F	Hours	<u><b>Rate</b></u> \$250
		6a-6p			6a-6p	\$250 \$500
	M-SU	6p-12m 12m-3a	\$1,500	M-SU	6p-12m	
	M-SU		\$875	M-SU	12m-3a	\$250
	SA-SU	6a-12n	\$1,250	SA-SU	6a-12n	\$500 \$750
	SA-SU	12n-6p	\$1,750	SA-SU	12n-6p	\$750
	M-SU :15, :30, :60 second sp	3a-6a	\$250	M-SU :15, :30, :60 second sp	3a-6a	\$63
ESPN U	Full Coverage Rates			Affiliate Break Rates		
251110	37 million HHs	Feed: SIN	GLE (EST)	7 million HHs		
	Daypart	Hours	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$750	M-F	6a-6p	\$188
	M-SU	6p-12m	\$1,875	M-SU	6p-12m	\$375
	M-SU	12m-3a	\$875	M-SU	12m-3a	\$125
	SA-SU	6a-12n	\$1,875	SA-SU	6a-12n	\$500
	SA-SU	12n-6p	\$2,250	SA-SU	12n-6p	\$750
	M-SU	3a-6a	\$188	M-SU	3a-6a	\$63
	:15, :30, :60 second sp		•	:15, :30, :60 second sp		•
FANDUEL	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs					
<b>Y</b>	<u>Daypart</u>	Hours	<u>Rate</u>			
	M-SU	9a-6p	\$88			
<b>FANDUELTV</b>	M-SU	6p-12m	\$88	No Affiliate	e Rates Availal	ole
* formerly TVG	M-SU	12m-9a	\$50 \$50			
* Not Available in HD	:30, :60, :120 second s		7-0			
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FANDUEL RACING	Full Coverage Rates			Affiliate Break Rates		
	15 million HHs					
	Daypart	<u>Hours</u>	<u>Rate</u>	1		
FANDUEL	M-SU	9a-6p	\$50			
RACING	M-SU	6p-12m	\$50	No Affiliate	Rates Available	
* formerly TVG2	M-SU	12m-9a	\$25			
* Not Available in HD	:30, :60, :120 second s		•			
FIGHT NETWORK	Full Coverage Rates	<del>,                                    </del>		Affiliate Break Rates		
	0.5 million HHs	Feed: SING	LE (EST)			
FIGUT	Daypart	Hours	Rate			
FIGHT	M-SU	6p-12m	\$15			
- ALIWOKK	M-SU	6а-6р	\$13	No Affiliate	Rates Available	
	M-SU	12m-6a	\$15			
	:30, :60 second spots a	ıvailable				
FOX SOCCER PLUS	Full Coverage Rates			Affiliate Break Rates		
	.6 million HHs	Feed: SING	LE (EST)			
EOX	Daypart	Hours	Rate			
SOCCER	M-SU	6a-6p	\$25			
DUGGER	M-SU	6p-12m	\$38	No Affiliate	Rates Available	
	M-SU	12m-6a	\$13			
	:30, :60, :120 second s					
FOX SPORTS 1	Full Coverage Rates			Affiliate Break Rates		
10/10/10/10 2	73 million HHs	Feed: SING	LE (EST)	23 million HHs	l	
	Daypart	Hours	Rate	Daypart	l <u>Hours</u>	Rate
F51	M-F	6a-2p	\$2,250	M-F	6a-2p	\$188
	M-F	2p-7p	\$2,313	M-F	2p-7p	\$250
	M-SU	7p-12m	\$3,500	M-SU	7p-12m	\$375
	M-SU	12m-3a	\$1,113	M-SU	12m-3a	\$150
	M-SU	3a-6a	\$138	M-SU	3a-6a	\$25
	55	<b>5</b>	7-00	00	0 4 0 4	Ψ= <b>5</b>
	SA-SU	6a-7p	\$3,250	SA-SU	6a-7p	\$313
	SA-SU :30, :60, :120 second s	6a-7p pots available	\$3,250	SA-SU :30, :60, :120 second sp	6a-7p oots available	\$313
FOX SPORTS 2	:30, :60, :120 second s	•	\$3,250	:30, :60, :120 second sp	oots available	\$313
FOX SPORTS 2		•			oots available	\$313
FOX SPORTS 2	:30, :60, :120 second s Full Coverage Rates	pots available		:30, :60, :120 second sp	oots available	\$313
	:30, :60, :120 second s Full Coverage Rates 53 million HHs	pots available Feed: SING	LE (EST)	:30, :60, :120 second sp	oots available	\$313
FOX SPORTS 2	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart	pots available  Feed: SING  Hours	LE (EST) Rate	:30, :60, :120 second sp	oots available	\$313
	:30, :60, :120 second s  Full Coverage Rates 53 million HHs  Daypart  M-F	Feed: SING Hours 6a-2p	LE (EST)  Rate \$163	:30, :60, :120 second sp Affiliate Break Rates	oots available	
	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F	Feed: SING Hours 6a-2p 2p-7p	**EE (EST)  **Rate** \$163 \$338	:30, :60, :120 second sp Affiliate Break Rates	oots available	
	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m	Rate \$163 \$338 \$400	:30, :60, :120 second sp Affiliate Break Rates	oots available	
	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a	Rate \$163 \$338 \$400 \$250	:30, :60, :120 second sp Affiliate Break Rates	oots available	
ECO	:30, :60, :120 second s  Full Coverage Rates 53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$163 \$338 \$400 \$250 \$38	:30, :60, :120 second sp Affiliate Break Rates	oots available	
ECO	:30, :60, :120 second s  Full Coverage Rates 53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$163 \$338 \$400 \$250 \$38	:30, :60, :120 second sp Affiliate Break Rates	oots available	
FS2	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$163 \$338 \$400 \$250 \$38 \$375	:30, :60, :120 second sp Affiliate Break Rates No Affiliate	oots available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available	Rate \$163 \$338 \$400 \$250 \$38 \$375	:30, :60, :120 second sp Affiliate Break Rates No Affiliate	oots available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SING	Rate \$163 \$338 \$400 \$250 \$38 \$375	:30, :60, :120 second sp Affiliate Break Rates No Affiliate	oots available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SING	Rate \$163 \$338 \$400 \$250 \$38 \$375	:30, :60, :120 second sp  Affiliate Break Rates  No Affiliate  Affiliate Break Rates	e Rates Available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SING Hours 7a-5p	Rate \$163 \$338 \$400 \$250 \$38 \$375 SLE (EST) Rate \$113	:30, :60, :120 second sp  Affiliate Break Rates  No Affiliate  Affiliate Break Rates	oots available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-F  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p	\$163 \$163 \$338 \$400 \$250 \$38 \$375 \$112 (EST) Rate \$113 \$288	:30, :60, :120 second sp  Affiliate Break Rates  No Affiliate  Affiliate Break Rates	e Rates Available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU  SA-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p	Rate \$163 \$338 \$400 \$250 \$38 \$375 SILE (EST) Rate \$113 \$288 \$125	:30, :60, :120 second sp  Affiliate Break Rates  No Affiliate  Affiliate Break Rates	e Rates Available	
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p	Rate \$163 \$338 \$400 \$250 \$38 \$375 Rate \$113 \$288 \$125 \$25	:30, :60, :120 second sp  Affiliate Break Rates  No Affiliate  Affiliate Break Rates	e Rates Available	
FOX SPORTS	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU  SA-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p	Rate \$163 \$338 \$400 \$250 \$38 \$375 Rate \$113 \$288 \$125 \$25	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Available	
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p	Rate \$163 \$338 \$400 \$250 \$38 \$375 Rate \$113 \$288 \$125 \$25 \$25	Affiliate Break Rates  No Affiliate Break Rates  Affiliate Break Rates  No Affiliate Break Rates	e Rates Available	
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING	Rate \$163 \$338 \$400 \$250 \$38 \$375 SLE (EST) Rate \$113 \$288 \$125 \$25 \$25 \$225	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Available Rates Available Rates Available	Rate
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES  GOLF  GOLF	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING Hours 6a-7p	Rate \$163 \$338 \$400 \$250 \$38 \$375 SLE (EST) Rate \$113 \$288 \$125 \$25 \$225	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates  21 million HHs  Daypart  M-F	e Rates Available  Rates Available  Rates Available  Hours 6a-7p	<u>Rate</u> \$250
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  SA-SU  :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-F  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING Hours 6a-7p 7p-12m	Rate \$163 \$338 \$400 \$250 \$38 \$375 SILE (EST) Rate \$113 \$288 \$125 \$25 \$225	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates  21 million HHs  Daypart  M-F  M-SU	Rates Available  Rates Available  Hours 6a-7p 7p-12m	Rate \$250 \$375
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES  GOLF  GOLF	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING Hours 6a-7p 7p-12m 12m-3a	Rate \$163 \$338 \$400 \$250 \$38 \$375 \$25 \$225 \$225 \$225	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates  21 million HHs  Daypart  M-F  M-SU  M-SU	Rates Available  Rates Available  Rates Available	Rate \$250 \$375 \$175
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES  GOLF  GOLF	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-F  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING Hours 7a-5p 7p-12m 12m-3a 3a-6a	Rate \$163 \$338 \$400 \$250 \$38 \$375 Rate \$113 \$288 \$125 \$25 \$225 Rate \$750 \$2,463 \$963 \$213	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  No Affiliate  Affiliate Break Rates  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU	Rates Available  Rates Available  Rates Available  Available	Rate \$250 \$375 \$175 \$75
FOX SPORTS DEPORTES  FOX SPORTS DEPORTES  GOLF  GOLF	:30, :60, :120 second s  Full Coverage Rates  53 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  15 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  SA-SU :30, :60, :120 second s  Full Coverage Rates  74 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	Feed: SING Hours 6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SING Hours 7a-5p 5p-11p 11p-2a 2a-4a 7a-5p pots available  Feed: SING Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$163 \$338 \$400 \$250 \$38 \$375 \$25 \$225 \$225 \$225	Affiliate Break Rates  No Affiliate  No Affiliate  No Affiliate  Affiliate Break Rates  Affiliate Break Rates  21 million HHs  Daypart  M-F  M-SU  M-SU	Rates Available  Rates Available  Rates Available  Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$250 \$375 \$175

LONGHORN	Full Coverage Rates			Affiliate Break Rate	es	
	20 million HHs	Feed: SI	NGLE (EST)			
LUNGHUKN	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
ME I WUKK	M-F	7a-7p	\$63			
	M-F	7p-12m	\$188			
	SA-SU	7a-12n	\$63	No Affilia	te Rates Avail	able
	SA-SU	12n-10p	\$125			
	M-SU	6a-6a	\$50			
	M-SU	12m-6a	\$38			
	:15, :30, :60 second sp	ots available				
MAV-TV	Full Coverage Rates			Affiliate Break Rate	es	
MAVIV	35 million HHs		NGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	9a-4p	\$500	No Affilia	te Rates Avail	able
	M-F	4p-12m	\$750			
	SA-SU	9a-2a	\$500			
	:30, :60 second spots a	available				
MLB	Full Coverage Rates			Affiliate Break Rate	es	
	54 million HHs		NGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	Rate			
NETWORK	M-SU	2a-6a	\$225			
METWORK	M-F	5p-8p	\$1,875			
	SA-SU	5p-8p	\$2,493			
The state of the s	M-F	8p-12m	\$3,725			
	SA-SU	8p-12m	\$2,340	No Affilia	te Rates Avail	able
~	M-F	1p-5p	\$1,150			
	M-F	6a-1p	\$750			
	SA-SU	6a-1p	\$973			
	SA-SU	1p-5p	\$2,173			
	M-SU	12m-2a	\$2,138			
	:30, :60 second spots a	available				
MOTORTREND	Full Coverage Rates			Affiliate Break Rate	es	
MOTODTDEND	72 million HHs		NGLE (EST)	20 million HHs		
MOTORTREND	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate
	M-SU	6a-9a	\$688	M-SU	6a-9a	\$313
	M-F	9a-4p	\$1,250	M-F	9a-4p	\$563
	M-F	4p-8p	\$2,000	M-F	4p-8p	\$750
	M-SU	8p-12m	\$4,250 \$2,250	M-SU M-SU	8p-12m 12m-4a	\$1,125 \$428
	SA-SU	9a-8p	\$2,250			\$438
	M-SU	4a-6a	\$300	SA-SU M-SU	9a-8p 4a-6a	\$875 \$200
	:15, :30, :60, :120, :300	) second snot	e available			<b>\$</b> 200
NBA		second spot	3 available	:15, :30, :60 second spots available		
INDA	Full Coverage Rates 49 million HHs	Food: SI	NGLE (EST)	Affiliate Break Rate 18 million HHs	25	
	Daypart	Hours	Rate	<u>Daypart</u>	Hours	<u>Rate</u>
	M-SU	6a-10a	\$375	M-SU	6a-7p	\$125
	M-SU	10a-4p	\$625	M-SU	7p-12m	\$250
	M-SU	10а <del>4</del> р 4р-7р	\$1,000	M-SU	12m-6a	\$63
NBA	M-SU	¬р 7 р 7р-12m	\$1,500	141 30	12111 00	703
TIDA	M-SU	12m-3a	\$625			
	M-SU	3a-6a	\$125			
	M-SU	Pregame	\$3,000			
	M-SU	Postgame	\$2,500			
	M-SU	Live Game	\$2,300			
	M-SU	Preseason	\$20,000			
	IVI-3U	r163692011		1		
	:30, :60, :90 & :120 sed	and anata a	ailabla	:30, :60, :90 & :120 se	acand cacts a	silablo

NESN	Full Coverage Rates			Affiliate Break Rates		
	4 million HHs	Feed: SING	LE (EST)			
MECHI	<u>Daypart</u>	Hours	Rate	1		
	Red Sox First Pitch	6-6:30p	\$1,375			
	Red Sox Gameday	6:30-7p	\$1,875			
	Red Sox In-Game	7-10p	\$13,750			
	Red Sox Extra Innings	10-10:30p	\$3,000			
	Red Sox Final	10:30-11p	\$1,875	No Affiliate	Rates Available	
	Bruins Face Off	6:30-7p	\$2,000			
	Bruins In-Game	7-9:30p	\$15,000			
	Bruins Overtime	930-10p	\$3,750			
	Dennis & Callahan	•	\$188			
	NESN Sports Today		\$438			
	:15, :30, :60 second sp		•			
NFL	Full Coverage Rates			Affiliate Break Rates		
m/m	54 million HHs			16 million HHs		
NFL	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Daypart	<u>Hours</u>	<u>Rate</u>
	M-F	6a-9a	\$1,125	M-F	6a-9a	\$250
NETWORK	SA-SU	6a-9a	\$2,000	SA-SU	6a-9a	\$313
	M-F	9a-4p	\$2,000	M-F	9a-4p	\$313
	SA-SU	9a-4p	\$5,000	SA-SU	9a-4p	\$750
	M-SU	4p-7p	\$4,000	M-SU	4p-7p	\$800
	M-SU	12m-3a	\$2,750	M-SU	12m-3a	\$525
	M-SU	3a-6a	\$875	M-SU	3a-6a	\$125
	M-SU	7p-12m	\$5,250	M-SU	7p-12m	\$875
	:15, :30, :60, :120 seco	•		:15, :30, :60 second sp	•	,
NHL	Full Coverage Rates			Affiliate Break Rates		
<b>A A A</b>	42 million HHs			13 million HHs		
	<u>Daypart</u>	<u>Hours</u>	Rate	Daypart	Hours	Rate
	M-F	6a-1p	\$500	M-F	6a-1p	\$50
	M-F	1p-6p	\$613	M-F	1p-6p	\$63
METWORK	M-SU	6p-2a	\$1,500	M-SU	6p-2a	\$125
	SA-SU	6a-6p	\$1,300	SA-SU	6a-6p	\$100
	M-SU	2a-6a	\$475	M-SU	2a-6a	\$13
	:30, :60 second spots a	vailable		:30, :60 second spots a	vailable	
OUTDOOR	Full Coverage Rates			Affiliate Break Rates		
_	38 million HHs	Feed: SING	LE (EST)			
	Daypart	Hours	<u>Rate</u>	1		
Outdoor	M-F	6a-3p	\$250			
CHANNEL	M-F	3p-7p	\$313			
	M-SU	7p-2a	\$375	No Affiliate	Rates Available	
	SA-SU	6a-7p	\$413			
	SA-SU	7p-2a	\$288			
	M-SU	2a-6a	\$150			
	:30, :60, :120 second sp	oots available				
PURSUIT	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs	Feed: SING	LE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
Lacobino edir reviled eW	M-SU	2a-6a	\$88			
	M-SU	6a-9a	\$88			
	M-SU	9a-6p	\$113	No Affiliate	Rates Available	
	M-SU	6p-8p	\$163	No Amiliate	e nates Avallable	
	M-SU	8p-11p	\$225			
	M-SU	11p-12m	\$225			
	M-SU	12a-2a	\$163			
	:30, :60, :120 second sp	oots available				
	,, -==			l		

SEC	Full Coverage Rates			Affiliate Break Rate	) S	
	40 million HHs	Feed: SIN	GLE (EST)	8 million HHs		
	Daypart	<u>Hours</u>	Rate	<u>Daypart</u>	Hours	<u>Rate</u>
S- ESFII	M-F	6a-6p	\$175	M-F	6a-6p	\$63
NETWURK	M-SU	6p-12m	\$563	M-SU	6p-12m	\$250
	M-SU	12m-3am	\$288	M-SU	12m-3am	\$63
	SA-SU	6a-12n	\$563	SA-SU	6a-12n	\$188
	SA-SU	12n-6p	\$1,000	SA-SU	12n-6p	\$375
	M-SU	3a-6a	\$113	M-SU	3a-6a	\$50
	:30, :60, :120 second s	pots available		:30, :60 second spots	available	
SPORTSMAN	<b>Full Coverage Rates</b>			Affiliate Break Rate	!S	
00000000000	38 million HHs	Feed: SIN	GLE (EST)	7 million HHs		
SPORTSMAN	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	Hours	<u>Rate</u>
CHANNEL	M-F	6a-3p	\$200	M-F	6a-3p	\$100
	M-F	3р-7р	\$250	M-F	3p-7p	\$200
	M-F	7p-2a	\$313	M-F	7p-2a	\$250
	M-SU	2a-6a	\$113	M-SU	2a-6a	\$25
	SA-SU	6a-7p	\$300	SA-SU	6a-7p	\$225
	SA-SU	7p-2a	\$188			
	:30, :60, :120 second s	pots available		:30, :60 second spots	available	
TENNIS	Full Coverage Rates	_		Affiliate Break Rate	es .	
7M	60 million HHs	Feed: SIN		30 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$275	M-SU	6a-9a	\$38
	M-SU	9a-7p	\$525	M-SU	9a-7p	\$125
TENNIS	M-SU	7p-12m	\$525	M-SU	7p-12m	\$125
CHANNEL	M-SU	12m-3a	\$275	M-SU	12m-3a	\$75
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$38
MULICIAL TV	:30, :60 second spots a	ivaliable		:30, :60 second spots		
WILLOW TV	Full Coverage Rates			Affiliate Break Rate	!S	
VAZIT I MAVAZ	5 million HHs	J <sub></sub>				
<b>WILL</b>	<u>Daypart</u>	<u>Hours</u>	Rate			
, , , , , , , , , , , , , , , , , , , ,	M-SU	6a-10a	\$250			
	M-SU	10a-2p	\$225	NI - Affilia	D	la la
	M-SU	2p-6p	\$225	No Affilia	te Rates Availa	bie
	M-SU	6p-11p	\$450			
	M-SU	11p-3a	\$375			
	M-SU	3a-6a	\$188			
WORLD FIGURAC	:60, :90, :120 second s	pots available		ACCULATE DATE DATE		
WORLD FISHING	Full Coverage Rates			Affiliate Break Rate	!S	
No. of the last of	million HHs	Haura	Data			
	<u>Daypart</u>	Hours	Rate			
WORLD FISHING NETWORK	M-F	6a-7p	\$25	N = A ff:1:=	te Rates Availa	hla
NETWORK	M-SU	7p-2a	\$38 \$30	No Attilia	ie Kates Avalla	nie
	SA-SU	6a-7p	\$38			
	M-SU	2a-6a	\$13			
	:60, :90, :120 second s	pots available				

YES	Full Coverage Rates			Affiliate Break Rates
	15 million HHs	Feed: S	INGLE (EST)	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-9a	\$250	
THO	M-F	9a-1p	\$313	
	M-F	1p-6p	\$438	
	M-F	6p-8p	\$500	No Affiliate Rates Available
	M-SU	8p-11p	\$500	NO Affiliate Rates Available
	M-SU	11p-2a	\$375	
	SA-SU	6a-12n	\$313	
	SA-SU	12n-8p	\$375	
	M-SU	6a-2a	\$313	
	: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.
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