



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

WOMEN'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.






ASPiRE	Full Coverage Rates			Affiliate Break Rates		
	38 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-12n	\$213			
	M-F	12n-6p	\$300			
	M-F	6p-1a	\$350			
	M-F	1a-6a	\$238			
	SA-SU	6a-12n	\$250			
	SA-SU	12n-6p	\$375			
	SA-SU	6p-1a	\$450			
	SA-SU	1a-6a	\$250			
:30, :60 & :120 second spots available						
AWE	Full Coverage Rates			Affiliate Break Rates		
	19 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-8a	\$50			
	M-SU	8a-4p	\$88			
	M-SU	4p-8p	\$100			
	M-SU	8p-11p	\$113			
	M-SU	11p-2a	\$63			
	M-S&	2a-6a	\$38			
:30, :60 second spots available						
BBC AMERICA	Full Coverage Rates			Affiliate Break Rates		
	76 million HHs	Feed: DUAL		30 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$750	M-F	6a-2p	\$175
	M-F	2p-6p	\$1,438	M-F	2p-6p	\$300
	M-SU	6p-12m	\$3,625	M-SU	6p-12m	\$350
	* w/late night mirror from 12m-6a			* w/late night mirror from 12m-6a		
	SA-SU	6a-6p	\$1,813	SA-SU	6a-6p	\$300
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		






BETher	Full Coverage Rates			Affiliate Break Rates			
	40 million HHs	Feed: DUAL		No Affiliate Rates Available			
	Daypart	Hours	Rate				
	M-F	6a-10a	\$175				
	M-F	10a-3p	\$450				
	M-F	3p-7p	\$450				
	M-F	7p-11p	\$800				
	M-F	11p-2a	\$500				
	M-F	2a-4a	\$175				
	M-F	4a-6a	\$125				
	SA-SU	6a-9a	\$163				
	SA-SU	9a-6p	\$350				
	SA-SU	6p-11p	\$625				
* formerly Centric	:30, :60 second spots available						
BRAVO	Full Coverage Rates			Affiliate Break Rates			
	84 million HHs	Feed: DUAL		23 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-SU	6a-8a	\$1,750	M-SU	6a-8a	\$150	
	M-F	8a-3p	\$3,125	M-F	8a-3p	\$375	
	M-F	3p-7p	\$6,500	M-F	3p-7p	\$625	
	M-SU	7p-2a	\$12,500	M-SU	7p-2a	\$700	
	SA-SU	8a-7p	\$6,750	SA-SU	8a-7p	\$650	
	M-SU	2a-6a	\$750	M-SU	2a-6a	\$100	
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available			
	COOKING	Full Coverage Rates			Affiliate Break Rates		
		50 million HHs	Feed: SINGLE (EST)		15 million HHs		
		Daypart	Hours	Rate	Daypart	Hours	Rate
M-F		7a-3p	\$688	M-F	7a-3p	\$250	
M-F		3p-6p	\$1,375	M-F	3p-6p	\$313	
M-F		6p-8p	\$1,750	M-F	6p-8p	\$375	
M-SU		8p-12m	\$3,250	M-SU	8p-12m	\$700	
* w/late night mirror from 12m-4a				M-SU	12m-4a	\$188	
SA-SU		7a-8p	\$1,500	SA-SU	7a-8p	\$375	
:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available				
COZI		Full Coverage Rates			Affiliate Break Rates		
		71 million HHs	Feed: DUAL		43 million HHs		
		Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$188	M-SU	6a-9a	\$125	
	M-F	9a-5p	\$875	M-F	9a-5p	\$375	
	M-F	5p-8p	\$875	M-F	5p-8p	\$375	
	M-F	8p-12m	\$688	M-F	8p-12m	\$300	
	SA-SU	9a-5p	\$625	SA-SU	9a-5p	\$313	
	SA-SU	5p-8p	\$625	SA-SU	5p-8p	\$313	
	SA-SU	8p-12m	\$500	SA-SU	8p-12m	\$250	
	M-SU	12m-5a	\$188	M-SU	12m-5a	\$125	
	:30, :60, :120 second spots available			:30, :60 second spots available			
	DISCOVERY LIFE	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs	Feed: SINGLE (EST)		26 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-SU	6a-9a	\$175	M-SU	6a-9a	\$100	
	M-F	9a-4p	\$375	M-F	9a-4p	\$138	
	M-F	4p-8p	\$563	M-F	4p-8p	\$150	
	M-SU *	8p-12m	\$938	M-SU	8p-12m	\$175	
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$63	
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$60	
	SA-SU	9a-8p	\$725	SA-SU	9a-8p	\$150	
	:15, :30, :60, :120, :300 second spots available			:15, :30, :60 second spots available			
	* formerly Discovery Health & Fitness						






E!		Full Coverage Rates		Affiliate Break Rates		
	88 million HHs	Feed: DUAL		19 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-12n	\$1,625	M-F	6a-12n	\$500
	M-F	12n-6p	\$3,550	M-F	12n-6p	\$500
	M-SU	6p-12m	\$15,500	M-SU	6p-12m	\$1,250
	M-SU	12m-4a	\$4,275	M-SU	12m-4a	\$375
	M-SU	4a-6a	\$250	M-SU	4a-6a	\$125
	SA-SU	6a-6p	\$3,060	SA-SU	6a-6p	\$625
	:30, :60, :120 second spots available			:30, :60 second spots available		
	FOOD		Full Coverage Rates		Affiliate Break Rates	
	80 million HHs	Feed: DUAL		12 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	8a-3p	\$3,625	M-F	8a-3p	\$800
	M-F	3p-6p	\$8,750	M-F	3p-6p	\$1,100
	M-F	6p-8p	\$10,200	M-F	6p-8p	\$1,425
	M-SU	8p-12m	\$13,650	M-SU	8p-12m	\$1,950
	* w/late night mirror from 12m-4a			M-SU	12m-5a	\$350
	M-F	4a-5a	\$900	SA-SU	7a-8p	\$1,550
	SA-SU	7a-8p	\$6,800			
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
FREEFORM		Full Coverage Rates		Affiliate Break Rates		
 FREEFORM * formerly ABC Family	58 million HHs	Feed: DUAL		29 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-6p	\$3,375	M-F	7a-6p	\$375
	M-SU	6p-12m	\$11,250	M-SU	6p-12m	\$0
	M-SU	12m-2a	\$4,000	M-SU	12m-2a	\$0
	SA-SU	7a-6p	\$9,000	SA-SU	7a-6p	\$0
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
FYI		Full Coverage Rates		Affiliate Break Rates		
 * formerly Biography	50 million HHs	Feed: DUAL		35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	8a-4p	\$1,125	M-F	8a-4p	\$188
	M-F	4p-8p	\$1,563	M-F	4p-8p	\$188
	M-SU	8p-12m	\$3,000	M-SU	8p-12m	\$188
	M-SU	4a-6a	\$188	M-SU	4a-6a	\$188
	SA-SU	7a-12n	\$1,375	SA-SU	7a-12n	\$188
	SA-SU	12n-8p	\$1,875	SA-SU	12n-8p	\$188
:30, :60 second spots available			:30, :60 second spots available			
GAC FAMILY		Full Coverage Rates		Affiliate Break Rates		
	52 million HHs	Feed: SINGLE (EST)		11 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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		
GAC LIVING		Full Coverage Rates		Affiliate Break Rates		
	30 million HHs	Feed: SINGLE (EST)		24 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$88	M-F	6a-2p	\$25
	M-F	2p-6a	\$88	M-F	2p-6a	\$25
	M-F	6p-2a	\$88	M-F	6p-2a	\$25
	SA-SU	6a-8p	\$88	SA-SU	6a-8p	\$25
	SA-SU	8p-2a	\$88	SA-SU	8p-2a	\$25
	M-SU	2a-6a	\$30	M-SU	2a-6a	\$13
:30, :60, :120 second spots available			:30, :60 second spots available			


HALLMARK	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		28 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$3,750	M-F	6a-6p	\$563
	M-F	2p-6p	\$6,250	M-F	6p-1a	\$750
	M-F	6p-1a	\$8,750	SA-SU	6a-6p	\$625
	SA-SU	6a-6p	\$8,500	SA-SU	6p-1a	\$875
	SA-SU	6p-1a	\$17,500	M-SU	1a-6a	\$125
	M-SU	1a-4a	\$5,000			
	M-SU	4a-6a	\$1,000			
	:30, :60 second spots available			:30, :60 second spots available		
HALLMARK DRAMA	Full Coverage Rates			Affiliate Break Rates		
	15 million HHs	Feed: SINGLE (EST)		1.2 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$500	M-F	6a-6a	\$63
	M-F	2p-6p	\$563			
	M-F	6p-1a	\$625			
	SA-SU	6a-6p	\$563			
	SA-SU	6p-1a	\$663			
	M-SU	1a-6a	\$125			
	:30, :60 second spots available			:30, :60 second spots available		
HALLMARK MOVIES & MYSTERIES	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: DUAL		10 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$2,500	M-F	6a-6p	\$625
	M-F	2p-6p	\$3,750	M-F	6p-1a	\$750
	SA-SU	6a-6p	\$3,750	SA-SU	6a-6p	\$688
	M-F	6p-12m	\$4,500	SA-SU	6p-1a	\$875
	SA-SU	6p-12m	\$7,500	M-SU	1a-6a	\$125
	M-SU	12m-6a	\$500			
* formerly Hallmark Movie	:30, :60 second spots available			:30, :60 second spots available		
HGTV	Full Coverage Rates			Affiliate Break Rates		
	90 million HHs	Feed: DUAL		18 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-9a	\$3,750	M-F	7a-9a	\$813
	M-F	9a-3p	\$7,250	M-F	9a-3p	\$1,500
	M-F	3p-6p	\$9,250	M-F	3p-6p	\$1,875
	M-SU	6p-8p	\$10,750	M-SU	6p-8p	\$2,125
	M-SU *	8p-9p	\$30,000	M-SU	8p-9p	\$3,500
	* w/late night mirror from 3a-4a			* w/late night mirror from 3a-4a		
	M-SU*	9p-12m	\$31,250	M-SU	9p-12m	\$3,500
	* w/late night mirror from 12m-3a			* w/late night mirror from 12m-3a		
	M-F	4-7a	\$2,250	M-F	4-7a	\$1,000
	SA-SU	7a-1p	\$10,000	SA-SU	7a-1p	\$2,000
	SA-SU	1p-8p	\$14,500	SA-SU	1p-8p	\$2,500
	:30, :60, :120 second spots available			:30, :60 second spots available		
LIFETIME	Full Coverage Rates			Affiliate Break Rates		
	82 million HHs	Feed: DUAL		35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-8a	\$250	M-F	7a-8a	\$250
	M-F	8a-4p	\$3,500	M-F	8a-4p	\$500
	M-F	4p-8p	\$5,500	M-F	4p-8p	\$650
	M-SU *	6p-12m	\$8,450	M-SU *	8p-12m	\$1,188
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	12n-8p	\$4,930	SA-SU	12n-8p	\$1,125
	:15, :30, :60, :90 second spots available			:15, :30, :60 second spots available		

LIFETIME MOVIES	Full Coverage Rates			Affiliate Break Rates		
	57 million HHs	Feed: DUAL		20 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-4p	\$2,750	M-F	6a-4p	\$750
	M-F	4p-8p	\$3,875	M-F	4p-8p	\$1,000
	M-SU *	8p-12m	\$6,375	M-SU *	8p-12m	\$1,500
	* w/late night mirror from 12m-6a			* w/late night mirror from 12m-6a		
	SA-SU	6a-8p	\$4,625	SA-SU	6a-8p	\$1,250
	:15,:30,:60,:120 second spots available			:30,:60 second spots available		
LIFETIME REAL WOMEN	Full Coverage Rates			Affiliate Break Rates		
	17 million HHs	Feed: SINGLE (EST)		3 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-4p	\$35	M-F	6a-4p	\$13
	M-F	4p-8p	\$68	M-F	4p-8p	\$13
	M-SU	7p-12m	\$60	M-SU	8p-12m	\$13
	M-SU	12m-6a	\$8	M-SU	12m-6a	\$13
	SA-SU	6a-8p	\$48	SA-SU	6a-8p	\$13
	:30,:60 second spots available			:30,:60 second spots available		
LOGO TV	Full Coverage Rates			Affiliate Break Rates		
	46 million HHs	Feed: DUAL		33 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-10a	\$125	M-F	6a-10a	\$50
	M-F	10a-12n	\$188	M-F	10a-12n	\$150
	SA-SU	6a-12n	\$200	M-F	12n-6p	\$163
	M-F	12n-6p	\$250	M-SU	6p-8p	\$200
	SA-SU	12n-6p	\$313	M-SU	8p-12m	\$225
	M-SU	6p-8p	\$438	M-SU	12m-2a	\$150
	M-SU	8p-12a	\$563	M-SU	2a-6a	\$25
	M-SU	12a-2a	\$250	SA-SU	6a-12n	\$175
* formerly VH1 Megahits	:30,:60,:120 second spots available			:30,:60,:120 second spots available		
MAGNOLIA	Full Coverage Rates			Affiliate Break Rates		
	61 million HHs	Feed: DUAL		18 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	7a-9a	\$500	M-F	7a-9a	\$75
	M-F	9a-4p	\$1,000	M-F	9a-4p	\$138
	M-F	4p-6p	\$1,625	M-F	4p-6p	\$200
	M-F	6p-8p	\$2,125	M-F	6p-8p	\$263
	M-SU	8p-12m	\$4,900	M-SU	8p-12m	\$625
	SA-SU	7a-1p	\$2,875	SA-SU	7a-1p	\$438
	SA-SU	1p-8p	\$2,227	SA-SU	1p-8p	\$438
* formerly DIY	:30,:60,:120 second spots available			:30,:60 second spots available		
MTV	Full Coverage Rates			Affiliate Break Rates		
	78 million HHs	Feed: DUAL		20 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$500	M-SU	6a-11a	\$250
	M-SU	9a-11a	\$1,625	M-SU	11a-3p	\$350
	M-SU	11a-7p	\$3,000	M-SU	3p-6p	\$438
	M-SU	7p-12m	\$9,625	M-SU	6p-12m	\$563
	M-SU	12m-3a	\$2,250	M-SU	12m-3a	\$250
	M-SU	3a-6a	\$375	M-SU	3a-6a	\$50
:30,:60 second spots available			:30,:60 second spots available			
MTV2	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		50 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-11a	\$375	M-SU	6a-11a	\$125
	M-SU	11a-3a	\$938	M-SU	11a-3a	\$188
	M-SU	3a-6a	\$188	M-SU	3a-6a	\$63
:30,:60 second spots available			:30,:60 second spots available			

NICK @ NITE	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		30 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	8p-1a	\$9,563	M-SU	8p-12m	\$375
	M-SU	1a-4a	\$8,500	M-SU	12m-4a	\$250
	M-SU	4a-6a	\$7,500	M-SU	4a-6a	\$438
	M-SU	6a-7a	\$5,500	M-SU	6a-7a	\$500
	:30, :60 second spots available			:30, :60 second spots available		
OPRAH WINFREY	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: DUAL		33 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	SA-SU	6a-9a	\$1,900	M-SU	6a-9a	\$225
	M-F	9a-4p	\$2,175	M-F	9a-4p	\$450
	M-F	4p-8p	\$2,400	M-F	4p-8p	\$475
	M-SU	8p-12m	\$6,875	M-SU	8p-12m	\$575
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$238
	SA-SU	9a-8p	\$2,550	M-SU	4a-6a	\$163
				SA-SU	9a-8p	\$475
	:30, :60, :120 second spots available			:30, :60, :120 second spots available		
OVATION	Full Coverage Rates			Affiliate Break Rates		
	44 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-4p	\$125			
	M-SU	4p-8p	\$450			
	M-SU	8p-12m	\$935			
	M-SU	3p-9p	\$500			
	M-SU	12m-6a	\$125			
	M-SU	6a-12m	\$475			
	:30, :60, :120 second spots available					
OXYGEN	Full Coverage Rates			Affiliate Break Rates		
	72 million HHs	Feed: DUAL		23 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-8a	\$875	M-F	6a-8a	\$100
	M-F	8a-3p	\$1,875	M-F	8a-3p	\$225
	M-F	3p-6p	\$2,375	M-F	3p-6p	\$250
	M-SU	6p-2a	\$5,000	M-SU	6p-2a	\$313
	M-SU	2a-3a	\$938	M-SU	2a-3a	\$75
	SA-SU	8a-6p	\$3,938	SA-SU	8a-6p	\$375
	M-SU	3a-6a	\$500	M-SU	3a-6a	\$50
	:30, :60, :120 second spots available			:30, :60 second spots available		
POP	Full Coverage Rates			Affiliate Break Rates		
	83 million HHs			17 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	9a-12n	\$625	M-F	9a-12n	\$188
	M-F	12n-7p	\$1,375	M-F	12n-7p	\$375
	M-SU	7p-12m	\$2,250	M-SU	7p-12m	\$625
	M-SU	12m-3a	\$625	M-SU	12m-3a	\$188
	SA-SU	11a-7p	\$1,500	SA-SU	11a-7p	\$500
	M-F	6:30p-7p	\$2,250	M-F	6:30p-7p	\$750
	M-F	7p-8p	\$3,500	M-F	7p-8p	\$1,000
* formerly TV Guide	:15, :30, :60, :75, :120, :300 sec spots available			:30, :60 second spots available		

REELZ	Full Coverage Rates			Affiliate Break Rates				
	55 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	6a-12n	\$275					
	M-F	12n-3p	\$625					
	M-F	3p-7p	\$700					
	M-SU	7p-12m	\$1,625					
	M-SU	12m-2a	\$750					
	M-SU	2a-3a	\$150					
	SA-SU	6a-12n	\$450					
	SA-SU	12n-7p	\$950					
:30, :60 second spots available								
START TV	Full Coverage Rates			Affiliate Break Rates				
	35 million HHs	Feed: DUAL		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	6a-9a	\$500					
	M-F	9a-6p	\$1,250					
	M-SU	6p-12m	\$1,250					
	M-SU	12m-3a	\$250					
	M-SU	3a-6a	\$125					
	SA-SU	6a-9a	\$375					
	SA-SU	9a-6p	\$1,250					
	:30, :60 second spots available							
TBS	Full Coverage Rates			Affiliate Break Rates				
	87 million HHs	Feed: DUAL		15 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-F	6a-3p	\$5,000	M-SU			6a-7p	\$1,000
	SA-SU	6a-3p	\$6,906	M-SU			7p-12m	\$1,750
	M-F	3p-6p	\$7,438	M-SU			12m-6a	\$250
	M-SU	6p-12m	\$11,200					
	M-SU	12m-3a	\$3,500					
	M-SU	3a-6a	\$750					
	:30 second spots available			:30 second spots available				
	THIS TV	Full Coverage Rates					Affiliate Break Rates	
	60 million HHs	Feed: SINGLE (EST)		36 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-SU	5a-9a	\$188	M-SU			5a-9a	\$25
	M-SU	9a-4p	\$500	M-SU			9a-6p	\$50
	M-SU	4p-8p	\$500	M-SU			6p-12m	\$125
	M-SU	8p-12m	\$438	M-SU			12m-5a	\$50
	M-SU	12m-5a	\$105					
	SA-SU	5a-10a	\$49					
	SA-SU	10a-8p	\$280					
	:30, :60, :120 second spots available			:30, :60 second spots available				
TLC	Full Coverage Rates			Affiliate Break Rates				
	84 million HHs	Feed: DUAL		15 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-F	6a-9a	\$2,250	M-SU			6a-9a	\$250
	M-F	9a-4a	\$3,000	M-F			9a-4p	\$625
	M-F	4p-8p	\$6,250	M-F			4p-8p	\$750
	M-SU	8p-12m	\$9,030	M-SU			8p-12m	\$1,063
	M-SU	4a-6a	\$364	M-SU			12m-4a	\$338
	SA-SU	9a-8p	\$5,844	M-SU			4a-6a	\$150
				SA-SU			9a-8p	\$925
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available				

TNT		Full Coverage Rates		Affiliate Break Rates	
	86 million HHs	Feed: DUAL		10 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u> <u>Rate</u>
	M-F	6a-3p	\$3,000	M-SU	6a-7p \$750
	M-SU	3p-6p	\$4,250	M-SU	7p-12m \$1,625
	M-SU	6p-12m	\$5,600	M-SU	12m-6a \$375
	M-SU	12m-3a	\$2,000		
	M-SU	3a-6a	\$438		
	SA-SU	6a-3p	\$5,000		
	:30, :60, :90 & :120 second spots available			:30, :60, :90 & :120 second spots available	
TV LAND		Full Coverage Rates		Affiliate Break Rates	
	78 million HHs	Feed: DUAL		36 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u> <u>Rate</u>
	M-SU	7p-2a	\$7,250	M-SU	7p-2a \$1,250
	M-SU	2a-4a	\$1,500	M-SU	2a-4a \$250
	M-SU	4a-6a	\$800	M-SU	4a-6a \$188
	SA-SU	6a-7p	\$4,750	SA-SU	6a-7p \$750
	:15, :30, :60 second spots available			:15, :30, :60 second spots available	
UP		Full Coverage Rates		Affiliate Break Rates	
	70 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	7a-12n	\$1,750		
	M-F	12n-4p	\$2,000		
	M-F	4p-7p	\$2,250		
	M-F	7p-12m	\$2,463		
	M-F	12m-3a	\$1,275		
	M-F	3am-7am	\$688		
	SA-SU	7a-2p	\$1,850		
	SA-SU	2p-7p	\$2,200		
	SA-SU	7p-12m	\$2,463		
	SA-SU	12m-3a	\$1,275		
	SA-SU	3am-7am	\$688		
* formerly Gospel Music	:30, :60 & :120 second spots available				
USA		Full Coverage Rates		Affiliate Break Rates	
	88 million HHs	Feed: DUAL		15 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u> <u>Rate</u>
	M-F	6a-3p	\$4,000	M-F	6a-3p \$313
	M-F	3p-6p	\$8,750	M-F	3p-6p \$375
	M-SU	6p-2a	\$15,000	M-SU	6p-2a \$750
	M-SU	2a-3a	\$2,500	SA-SU	6a-7a \$63
	M-SU	3a-6a	\$450	SA-SU	9a-6p \$500
	SA-SU	6a-6p	\$7,750	M-SU	2a-6a \$63
	:15, :30, :60, :120 second spots available			:30, :60 second spots available	
VH1		Full Coverage Rates		Affiliate Break Rates	
	77 million HHs	Feed: DUAL		44 million HHs	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u> <u>Rate</u>
	M-SU	6a-11a	\$1,500	M-SU	6a-11a \$250
	M-SU	11a-7p	\$3,875	M-SU	11a-6p \$400
	M-SU	7p-12m	\$9,000	M-SU	6p-12m \$650
	M-SU	12m-3:30a	\$2,750	M-SU	12m-3a \$175
	M-SU	3:30a-6a	\$325	M-SU	3a-6a \$125
	:15, :30, :60, :75, :90, :120 sec spots available			:15, :30, :60, :75, :90, :120 sec spots available	

WE	Full Coverage Rates			Affiliate Break Rates		
	77 million HHs	Feed: DUAL		23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	10a-2p	\$1,438	M-F	10a-2p	\$350
	M-F	2p-6p	\$1,938	M-F	2p-6p	\$450
	M-SU	6p-1a	\$4,875	M-SU	6p-1a	\$375
	M-SU	1a-5a	\$625	M-SU	1a-5a	\$100
	M-SU	3a-6a	\$450	M-SU	3a-6a	\$150
	SA-SU	10a-6p	\$3,000	SA-SU	10a-6p	\$400
	:15, :30, :60, :120 second spots available			:30, :60 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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