

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	S		
	38 million HHs	Feed: SING	LE (EST)				
achiro	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
aspire	M-F	6a-12n	\$213				
TV	M-F	12n-6p	\$300				
	M-F	6p-1a	\$350				
	M-F	1a-6a	\$238	No Affiliat	e Rates Availabl	е	
	SA-SU	6a-12n	\$250				
	SA-SU	12n-6p	\$375				
	SA-SU	6p-1a	\$450				
	SA-SU	1a-6a	\$250				
	:30, :60 & :120 second	l spots available					
AWE	Full Coverage Rates			Affiliate Break Rates	S		
	19 million HHs	Feed: SING	LE (EST)				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
A WEALTH OF SENTERTAINMENT	M-SU	6a-8a	\$50				
	M-SU	8a-4p	\$88				
	M-SU	4p-8p	\$100	No Affiliat	e Rates Availabl	е	
	M-SU	8p-11p	\$113				
	M-SU	11p-2a	\$63				
	M-S&	2a-6a	\$38				
	:30, :60 second spots a	vailable					
BBC AMERICA	Full Coverage Rates			Affiliate Break Rates	S		
	76 million HHs	Feed: D	UAL	30 million HHs			
B B C	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-2p	\$750	M-F	6a-2p	\$175	
AMERICA	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 mirr	or 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 seco	ond spots availab	ole	:30, :60 second spots	available		

BETher	Full Coverage Rates			Affiliate Break Rates			
,	40 million HHs	Feed	: DUAL				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>]			
BETHINGS	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	No Affiliate	Rates Availabl	e	
	M-F	2a-4a	\$175	110711111111111	, nates / trailes.	_	
	M-F	4a-6a	\$175				
	SA-SU	6a-9a	\$163				
	SA-SU	9a-6p	\$350				
	SA-SU	•	\$625				
* formarly Contrie		6p-11p	\$025				
* formerly Centric	:30, :60 second spots a	Ivaliable					
BRAVO	Full Coverage Rates	F i	DUAL	Affiliate Break Rates			
	84 million HHs		: DUAL	23 million HHs	J.,	5.1.	
bravo	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
bravo	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 seco	nd spots avai	lable	:15, :30, :60 second sp	ots available		
COOKING	Full Coverage Rates			Affiliate Break Rates			
	50 million HHs	Feed: SII	NGLE (EST)	15 million HHs			
COOKING	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
CHANNEL	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 mirr	or from 12m-	-4a	M-SU	12m-4a	\$188	
	SA-SU	7a-8p	\$1,500	SA-SU	7a-8p	\$375	
	:15, :30, :60, :120 seco	nd spots avai	lable	:15, :30, :60 second spo	ots available		
COZI	Full Coverage Rates			Affiliate Break Rates			
	71 million HHs	Feed	: DUAL	43 million HHs			
C®ZI	Daypart	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	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	5р-8р	\$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 s			:30, :60 second spots a		, -	
DISCOVERY LIFE	Full Coverage Rates			Affiliate Break Rates			
	44 million HHs	Feed: SII	NGLE (EST)	26 million HHs			
DISCOVERY	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$175	M-SU	6a-9a	\$100	
LITE	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 mirr	•		M-SU	12m-4a	\$63	
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$60	
* formerly Discovery	SA-SU	9a-8p	\$130 \$725	SA-SU	9a-8p	\$150	
Health & Fitness	:15, :30, :60, :120, :300	•		:15, :30, :60 second spo	•	7130	
riculai & Haless	1.13, .30, .00, .120, .300	, second spot	3 available	1.13, .30, .00 second spo	oto avallabit		

E!	Full Coverage Rates			Affiliate Break Rate	s		
	88 million HHs	Feed	: DUAL	19 million HHs			
	Daypart	Hours	Rate	<u>Daypart</u>	Hours Hours	<u>Rate</u>	
E	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 s	pots available		:30, :60 second spots	available		
FOOD	Full Coverage Rates			Affiliate Break Rate	s		
	80 million HHs	Feed	: DUAL	12 million HHs			
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	Hours	<u>Rate</u>	
	M-F	8a-3p	\$3,625	M-F	8a-3p	\$800	
tood	M-F	3p-6p	\$8,750	M-F	3р-6р	\$1,100	
potwork	M-F	6p-8p	\$10,200	M-F	6p-8p	\$1,425	
Hetwork	M-SU	8p-12m	\$13,650	M-SU	8p-12m	\$1,950	
	* w/late night mir			M-SU	12m-5a	\$350	
	M-F	4a-5a	\$900	SA-SU	7a-8p	\$1,550	
	SA-SU	7a-8p	\$6,800	.20 .00			
FREEFORM	:15, :30, :60, :120 seco	na spots avai	able	:30, :60 second spots			
FREEFORIVI	Full Coverage Rates 58 million HHs	E E O O O	: DUAL	Affiliate Break Rate	S		
					■		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	Rate	
	M-F	7a-6p	\$3,375	M-F	7a-6p	\$375	
	M-SU	6p-12m	\$11,250	M-SU	6p-12m	\$0 \$0	
FREEFORM	M-SU	12m-2a	\$4,000	M-SU	12m-2a	\$0 \$0	
* formerly ABC Family	SA-SU :15, :30, :60, :120 seco	7a-6p	\$9,000	SA-SU	7a-6p	\$0	
FYI		nu spots avail	abie	:30, :60 second spots available			
				Affiliate Breek Beter	_		
111	Full Coverage Rates	Food	· DUAL	Affiliate Break Rate	S		
•	50 million HHs		: DUAL	35 million HHs		Rate	
£./i	50 million HHs Daypart	<u>Hours</u>	<u>Rate</u>	35 million HHs Daypart	<u>Hours</u>	<u>Rate</u> \$188	
fvi.	50 million HHs Daypart M-F	Hours 8a-4p	<u>Rate</u> \$1,125	35 million HHs Daypart M-F	Hours 8a-4p	\$188	
fyi,	50 million HHs Daypart M-F M-F	Hours 8a-4p 4p-8p	Rate \$1,125 \$1,563	35 million HHs Daypart M-F M-F	Hours 8a-4p 4p-8p	\$188 \$188	
fyi,	50 million HHs Daypart M-F M-F M-SU	Hours 8a-4p 4p-8p 8p-12m	Rate \$1,125 \$1,563 \$3,000	35 million HHs Daypart M-F M-F M-SU	Hours 8a-4p 4p-8p 8p-12m	\$188 \$188 \$188	
fyi,	50 million HHs Daypart M-F M-F M-SU M-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a	Rate \$1,125 \$1,563 \$3,000 \$188	35 million HHs Daypart M-F M-F M-SU M-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a	\$188 \$188 \$188 \$188	
fyi,	50 million HHs Daypart M-F M-F M-SU	Hours 8a-4p 4p-8p 8p-12m	Rate \$1,125 \$1,563 \$3,000	35 million HHs Daypart M-F M-F M-SU	Hours 8a-4p 4p-8p 8p-12m	\$188 \$188 \$188	
fyi, * formerly Biography	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p	\$188 \$188 \$188 \$188 \$188	
fyi,	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU SA-SU :30, :60 second spots a	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	\$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU SA-SU :30, :60 second spots	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	\$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU 30, :60 second spots a	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU 30,:60 second spots Affiliate Break Rate	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	\$188 \$188 \$188 \$188 \$188	
fyi- * formerly Biography	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	\$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available	\$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30,:60 second spots Affiliate Break Rate: 11 million HHs Daypart M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s	\$188 \$188 \$188 \$188 \$188 \$188 \$138	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU 30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU M-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU M-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU 30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU ST-SU SA-SU M-SU :30, :60, :120 second s	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU Affiliate Break Rate Affiliate Break Rate	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU Affiliate Break Rate 24 million HHs	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$113 \$188 \$200 \$175 \$225 \$25	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU Affiliate Break Rate 24 million HHs Daypart	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$113 \$188 \$200 \$175 \$225 \$25	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII Hours 6a-2p	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-F M-F SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII Hours 6a-2p 2p-6a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-F M-F M-F M-F M-F M-F M-F M-	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 2a-6a pots available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88	35 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F M-	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-F M-F M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII Hours 6a-2p 2p-6a 6a-8p 6a-2p 2p-6a 6a-8p	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88	35 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU S10, :60, :120 second s	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII Hours 6a-2p 2p-6a 6a-8p 8p-2a 6a-8p 8p-2a 8p-2a	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88 \$88 \$88	35 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	
* formerly Biography GAC FAMILY gac family GAC LIVING	50 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 52 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 30 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-F M-F M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SII Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available	Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$8	35 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 24 million HHs Daypart M-F M-F M-F SA-SU	Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available	\$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188	

HALLMARK	Full Coverage Rates			Affiliate Break Rates			
	90 million HHs	Feed: D	UAL	28 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
#allmark	M-F	6a-2p	\$3,750	M-F	6а-6р	\$563	
CHANNEL	M-F	2p-6p	\$6,250	M-F	6p-1a	\$750	
	M-F	6p-1a	\$8,750	SA-SU	6а-6р	\$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 a	vailable		:30, :60 second spots a	vailable		
HALLMARK DRAMA	Full Coverage Rates			Affiliate Break Rates			
	15 million HHs	Feed: SING	LE (EST)	1.2 million HHs			
	<u>Daypart</u>	Hours	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
+allmark	M-F	6a-2p	\$500	M-F	6a-6a	\$63	
DRAMA	M-F	2p-6p	\$563				
DRAMA	M-F	6p-1a	\$625				
	SA-SU	6a-6p	\$563				
	SA-SU	6p-1a	\$663				
	M-SU	1a-6a	\$125				
	:30, :60 second spots a	vailable		:30, :60 second spots a	vailable		
HALLMARK MOVIES	Full Coverage Rates			Affiliate Break Rates			
& MYSTERIES	70 million HHs	Feed: D	UAL	10 million HHs			
,	Daypart	Hours	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
	M-F	6a-2p	\$2,500	M-F	6a-6p	\$625	
Hallmark	M-F	2p-6p	\$3,750	M-F	6p-1a	\$750	
MOVIES (&) MYSTERIES	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 a	vailable		:30, :60 second spots a	vailable		
HGTV	Full Coverage Rates			Affiliate Break Rates			
	90 million HHs	Feed: D	UAL	18 million HHs	l		
	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	7a-9a	\$3,750	M-F	7a-9a	\$813	
LCT/	M-F	9a-3p	\$7,250	M-F	9a-3p	\$1,500	
UGIA	M-F	3p-6p	\$9,250	M-F	3р-6р	\$1,875	
START AT HOME	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 mirr	or from 3a-4a		* w/late night mirr	or from 3a-4a		
	M-SU*	9p-12m	\$31,250	M-SU	9p-12m	\$3,500	
	* w/late night mirr	or from 12m-3a		* w/late night mirr	or 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 s	pots available		:30, :60 second spots a	vailable		
LIFETIME	Full Coverage Rates			Affiliate Break Rates			
	82 million HHs	Feed: D	UAL	35 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	7a-8a	\$250	M-F	7a-8a	\$250	
LIFETIME	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 secon	d spots available	!	:15, :30, :60 second spo	ots available		

LIFETIME MOVIES	Full Coverage Rates			Affiliate Break Rates		
	57 million HHs	Feed: D	UAL	20 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
(LIFETIME) MOVIES	M-F	6a-4p	\$2,750	M-F	6a-4p	\$750
I (I VIII VILU	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	•	. ,	* w/late night mirror	•	. ,
	SA-SU	6a-8p	\$4,625	SA-SU	6a-8p	\$1,250
	:15,:30, :60, :120 secon	•		:30, :60 second spots a	•	<i>+-</i> /
LIFETIME REAL	Full Coverage Rates			Affiliate Break Rates		
WOMEN	17 million HHs	Feed: SING	TE (ECT)	3 million HHs		
VVOIVILIN	<u>Daypart</u>	Hours	Rate	<u>Daypart</u>	_ Hours	Rate
	M-F	7a-4p	\$35	M-F	6a-4p	\$13
	M-F	7а- 4 р 4р-8р	\$68	M-F	4p-8p	\$13 \$13
_ VV	M-SU	4 р-бр 7р-12m	\$60	M-SU	4р-ор 8р-12m	\$13 \$13
TM	M-SU	12m-6a	\$8	M-SU	12m-6a	\$13 \$13
	SA-SU	6a-8p	\$48	SA-SU	6a-8p	\$13 \$13
		•	340	:30, :60 second spots a	•	\$15
1000 71/	:30, :60 second spots a	Ivaliable		-		
LOGO TV	Full Coverage Rates			Affiliate Break Rates		
	46 million HHs	Feed: D		33 million HHs	J	_
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
I AMO	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
				SA-SU	12n-6p	\$188
* formerly VH1 Megahits	:30, :60, :120 second s	pots available		:30, :60, :120 second s		
MAGNOLIA	Full Coverage Rates			Affiliate Break Rates	3	
	61 million HHs		NIIAI			
		Feed: D		18 million HHs		_
MAGNOLIA	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	Hours	Rate
MAGNOLIA NETWORK	<u>Daypart</u> M-F	<u>Hours</u> 7a-9a	<u>Rate</u> \$500	<u>Daypart</u> M-F	7a-9a	\$75
MAGNOLIA NETWORK	<u>Daypart</u> M-F M-F	Hours 7a-9a 9a-4p	<u>Rate</u> \$500 \$1,000	<u>Daypart</u> M-F M-F	7a-9a 9a-4p	\$75 \$138
MAGNOLIA NETWORK	<u>Daypart</u> M-F M-F M-F	Hours 7a-9a 9a-4p 4p-6p	Rate \$500 \$1,000 \$1,625	<u>Daypart</u> M-F M-F M-F	7a-9a 9a-4p 4p-6p	\$75 \$138 \$200
MAGNOLIA NETWORK	<u>Daypart</u> M-F M-F M-F M-F	Hours 7a-9a 9a-4p 4p-6p 6p-8p	\$500 \$1,000 \$1,625 \$2,125	<u>Daypart</u> M-F M-F M-F M-F	7a-9a 9a-4p 4p-6p 6p-8p	\$75 \$138 \$200 \$263
MAGNOLIA NETWORK	Daypart M-F M-F M-F M-F M-F	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900	Daypart M-F M-F M-F M-F M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m	\$75 \$138 \$200 \$263 \$625
MAGNOLIA NETWORK	Daypart M-F M-F M-F M-F M-SU SA-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875	Daypart M-F M-F M-F M-F M-SU SA-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p	\$75 \$138 \$200 \$263 \$625 \$438
NETWORK	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p	\$75 \$138 \$200 \$263 \$625
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU SA-SU :30,:60 second spots a	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available	\$75 \$138 \$200 \$263 \$625 \$438
NETWORK	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30,:60 second spots a	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available	\$75 \$138 \$200 \$263 \$625 \$438
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available	\$75 \$138 \$200 \$263 \$625 \$438 \$438
* formerly DIY	Daypart M-F M-F M-F M-SU SA-SU SA-SU :30,:60,:120 second s Full Coverage Rates 78 million HHs Daypart	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: L	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates Daypart	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available	\$75 \$138 \$200 \$263 \$625 \$438 \$438
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30,:60,:120 second s Full Coverage Rates 78 million HHs Daypart M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available 6a-11a	\$75 \$138 \$200 \$263 \$625 \$438 \$438
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: D Hours 6a-9a 9a-11a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available 6a-11a 11a-3p	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: E Hours 6a-9a 9a-11a 11a-7p 7p-12m	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250	Daypart M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250
* formerly DIY	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: D Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625	Daypart M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Mours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: D Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250	Daypart M-F M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available 6 Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250
* formerly DIY	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Full Coverage Rates	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: D Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a vailable	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU SIO, :60 second spots a Affiliate Break Rates	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available 6 Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU SI M-SU M-SU SI M-SU SI	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: L Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a available Feed: L	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Affiliate Break Rates 50 million HHs	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250 \$50
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU SI M-SU M-SU SI	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a evailable Feed: C Hours	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU SI M-SU M-SU SI 30, :60 second spots a Affiliate Break Rates 50 million HHs Daypart	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available Hours	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250 \$50
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Full Coverage Rates 80 million HHs Daypart M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a vailable Feed: C Hours 6a-11a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU SIO, :60 second spots a Affiliate Break Rates 50 million HHs Daypart M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available 6a-11a	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250 \$50
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Full Coverage Rates 80 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a evailable Feed: C Hours	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Affiliate Break Rates 50 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available Hours	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250 \$50 \$50
* formerly DIY MTV	Daypart M-F M-F M-F M-F M-F M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 78 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU S30, :60 second spots a Full Coverage Rates 80 million HHs Daypart M-SU	Hours 7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p pots available Feed: C Hours 6a-9a 9a-11a 11a-7p 7p-12m 12m-3a 3a-6a vailable Feed: C Hours 6a-11a	Rate \$500 \$1,000 \$1,625 \$2,125 \$4,900 \$2,875 \$2,227 PUAL Rate \$500 \$1,625 \$3,000 \$9,625 \$2,250 \$375	Daypart M-F M-F M-F M-F M-F M-SU SA-SU SA-SU :30, :60 second spots a Affiliate Break Rates 20 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU SIO, :60 second spots a Affiliate Break Rates 50 million HHs Daypart M-SU	7a-9a 9a-4p 4p-6p 6p-8p 8p-12m 7a-1p 1p-8p available Hours 6a-11a 11a-3p 3p-6p 6p-12m 12m-3a 3a-6a available Hours 6a-11a 11a-3p	\$75 \$138 \$200 \$263 \$625 \$438 \$438 \$438 \$250 \$350 \$438 \$563 \$250 \$50 \$50

NICK @ NITE	Full Coverage Rates			Affiliate Break Rates	5	
	80 million HHs	Feed: I	DUAL	30 million HHs		
nick@nite	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
IIIOR@IIIIC	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 a	available		:30, :60 second spots a	available	
OPRAH WINFREY	Full Coverage Rates			Affiliate Break Rates	5	
	71 million HHs	Feed: I	DUAL	33 million HHs		
I MAIRI	Daypart	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
CAALA	SA-SU	6a-9a	\$1,900	M-SU	6a-9a	\$225
OPRAH WINFREY NETWORK	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 mirro	r 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 s	pots available		:30, :60, :120 second s	pots available	
OVATION	Full Coverage Rates			Affiliate Break Rates	S	
	44 million HHs					
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-4p	\$125			
OVATION	M-SU	4p-8p	\$450			
	M-SU	8p-12m	\$935	No Affiliat	e Rates Availa	ble
	M-SU	3p-9p	\$500			
	M-SU	12m-6a	\$125			
	M-SU	6a-12m	\$475			
	:30, :60, :120 second s	pots available				
OXYGEN	Full Coverage Rates			Affiliate Break Rates	5	
	72 million HHs	Feed: I	DUAL	23 million HHs		
OXY	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
UAI	M-F	6a-8a	\$875	M-F	6a-8a	\$100
	M-F	8a-3p	\$1,875	M-F	8a-3p	\$225
GFN	M-F	3p-6p	\$2,375	M-F	3p-6p	\$250
OLIV	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 s	pots available		:30, :60 second spots a	available	
POP	Full Coverage Rates	_		Affiliate Break Rates	<u> </u>	
	83 million HHs			17 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	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 snots	available	:30, :60 second spots a	available	

REELZ	Full Coverage Rates			Affiliate Break Rates			
•• DEEL 7	55 million HHs	Feed: SII	NGLE (EST)				
**REELZ	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
	M-F	6a-12n	\$275				
	M-F	12n-3p	\$625				
	M-F	3p-7p	\$700				
	M-SU	7p-12m	\$1,625	No Affiliat	e Rates Avail	lable	
	M-SU	12m-2a	\$750				
	M-SU	2a-3a	\$150				
	SA-SU	6a-12n	\$450				
	SA-SU	12n-7p	\$950				
	:30, :60 second spots a	available					
START TV	Full Coverage Rates			Affiliate Break Rate	S		
	35 million HHs		: DUAL				
	<u>Daypart</u>	Hours	<u>Rate</u>				
start ™	M-F M-F	6a-9a	\$500 \$1,250				
	M-SU	9a-6p 6p-12m	\$1,250 \$1,250				
	M-SU	12m-3a	\$1,250	No Affiliat	e Rates Avail	lable	
	M-SU	3a-6a	\$230 \$125				
	SA-SU	6a-9a	\$375				
	SA-SU	9a-6p	\$1,250				
	:30, :60 second spots a	-	¥ =/===				
TBS	Full Coverage Rates			Affiliate Break Rate	s		
	87 million HHs	Feed	: DUAL	15 million HHs			
	Daypart	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
ltbs	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 availa	able		:30 second spots avail			
THIS TV	Full Coverage Rates			Affiliate Break Rate	s		
. .	60 million HHs		NGLE (EST)	36 million HHs	<u>.</u>	5	
thic_	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	Hours	Rate	
LIII	M-SU	5a-9a	\$188 \$500	M-SU	5a-9a	\$25 \$50	
NETWORK	M-SU M-SU	9a-4p 4p-8p	\$500 \$500	M-SU M-SU	9a-6p 6p-12m	\$50 \$125	
	M-SU	4р-ор 8р-12m	\$300 \$438	M-SU	12m-5a	\$123 \$50	
	M-SU	12m-5a	\$105	101 30	12111 30	750	
	SA-SU	5a-10a	\$49				
	SA-SU	10a-8p	\$280				
	:30, :60, :120 second s	•		:30, :60 second spots	available		
TLC	Full Coverage Rates			Affiliate Break Rate	S		
	84 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-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 seco	nd spots avai	able	:15, :30, :60 second sp	oots available		

TNT	Full Coverage Rates			Affiliate Break Rate	s		
	86 million HHs	Feed	: DUAL	10 million HHs			
	<u>Daypart</u>	Hours	<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 sed	ond spots ava	ailable	:30, :60, :90 & :120 se	cond spots av	ailable	
TV LAND	Full Coverage Rates			Affiliate Break Rate	S		
	78 million HHs	Feed	: DUAL	36 million HHs			
TILL AND	Daypart	Hours	<u>Rate</u>	Daypart	<u>Hours</u>	Rate	
TV LAND	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 sp	-	. ,	:15, :30, :60 second s	•	,	
UP	Full Coverage Rates			Affiliate Break Rate			
<u> </u>	70 million HHs	Feed: SII	NGLE (EST)	Annate Break hate			
	Daypart	Hours	Rate				
	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	No Affilia	te Rates Ava	ilable	
	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						
USA	Full Coverage Rates	spots availab		Affiliate Break Rate	r		
UJA	88 million HHs	Food	: DUAL	15 million HHs	3		
	<u>Daypart</u>	Hours	Rate	Daypart	Hours	<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	
notwork	M-SU	6p-2a	\$15,000	M-SU	5р ор 6р-2а	\$750	
network	M-SU	2a-3a	\$2,500	SA-SU	6a-7a	\$63	
	M-SU	3a-6a	\$2,500 \$450	SA-SU	9a-6p	\$500	
	SA-SU	6a-6p	\$430 \$7,750	M-SU	эа-ор 2a-6a	\$500 \$63	
	:15, :30, :60, :120 seco	•		:30, :60 second spots		7 05	
VH1		na spots avan	abic	Affiliate Break Rate			
AUT	Full Coverage Rates 77 million HHs	Food	DUAL		S		
			DUAL	44 million HHs	Hours	Pata	
	<u>Daypart</u>	Hours	<u>Rate</u> \$1,500	<u>Daypart</u>	Hours	<u>Rate</u> \$250	
	M-SU	6a-11a	\$1,500	M-SU	6a-11a	\$250 \$400	
	M-SU	11a-7p	\$3,875	M-SU	11a-6p	\$400	
	M-SU	7p-12m	\$9,000	M-SU	6p-12m	\$650 \$175	
	M-SU	12m-3:30a	\$2,750	M-SU	12m-3a	\$175 \$135	
	M-SU	3:30a-6a	\$325	M-SU	3a-6a	\$125	
•	:15, :30, :60, :75, :90, :	⊥∠u sec spots	avaliable	:15, :30, :60, :75, :90,	:TZO sec spot	s available	

WE	Full Coverage Rates			Affiliate Break Rates			
	77 million HHs	Feed	l: 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	
tv	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 seco	nd spots avai	lable	:30, :60 second spots a	vailable		

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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