



Cable TV - Rate Card #4 - National Cable Interconnect
 Subscriber HH's: up to 29 million
 Type: 30-Sec ROS (Run of Schedule)
 Rotation: Mon-Sun

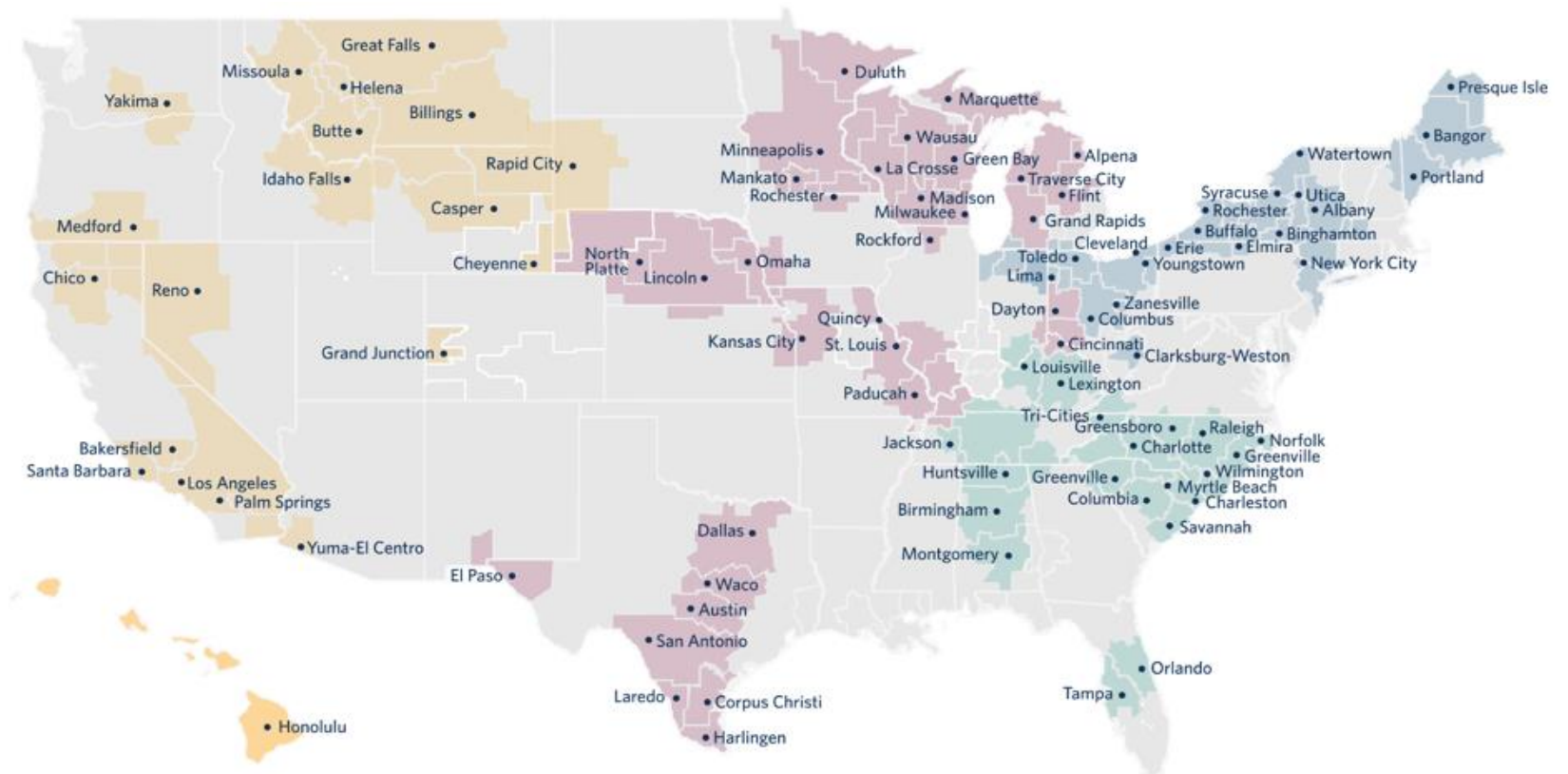
		Households	6am-12m	6pm-12m	12m-3am
A&E		20,634,303	\$1,200	\$1,725	\$975
AMC		19,111,846	\$1,425	\$2,025	\$1,095
Animal Planet		17,017,413	\$675	\$975	\$510
BET		16,875,523	\$645	\$900	\$540
Bravo		19,998,687	\$900	\$1,500	\$705
Cartoon		17,598,541	\$1,425	\$2,025	\$1,095
CMT		17,019,298	\$420	\$600	\$255
CNBC		17,670,074	\$1,200	\$1,440	\$900
CNN		20,972,327	\$3,750	\$5,400	\$2,400
Comedy Central		9,639,273	\$825	\$1,275	\$735
Cooking		9,639,273	\$180	\$255	\$150
Discovery		20,817,712	\$1,410	\$2,100	\$1,050
E!		19,458,100	\$675	\$1,275	\$465
ESPN		20,450,908	\$3,750	\$5,400	\$2,400
ESPN2		19,828,671	\$1,290	\$1,835	\$630
Food		20,857,706	\$1,750	\$2,460	\$1,230

		Households	6am-12m	6pm-12m	12m-3am
Fox News		20,528,487	\$3,750	\$5,400	\$2,400
Freeform		20,372,353	\$1,650	\$2,325	\$1,125
FX		20,625,288	\$1,200	\$1,725	\$1,050
FYI		9,364,228	\$150	\$225	\$150
Game Show		8,892,792	\$450	\$648	\$288
Golf		14,895,387	\$600	\$900	\$600
Hallmark		13,782,802	\$2,250	\$3,188	\$2,438
Headline		18,233,463	\$525	\$750	\$900
HGTV		20,799,083	\$3,750	\$5,400	\$2,400
History		20,683,157	\$1,750	\$2,460	\$1,230
Lifetime		20,646,352	\$1,750	\$2,460	\$1,230
Lifetime Movies		16,222,178	\$750	\$1,125	\$675
Magnolia		10,296,438	\$255	\$375	\$180
MSNBC		18,442,976	\$1,200	\$1,440	\$900
MTV		20,507,459	\$750	\$1,275	\$675
MTV2		8,787,230	\$210	\$300	\$270

		Households	6am-12m	6pm-12m	12m-3am
Nickelodeon		17,897,445	\$2,175	\$3,150	\$1,800
OWN		15,520,250	\$450	\$825	\$435
Oxygen		17,300,282	\$420	\$825	\$450
Paramount		18,780,597	\$975	\$1,425	\$900
SyFy		17,775,530	\$900	\$1,350	\$675
TBS		20,956,159	\$1,875	\$2,700	\$1,425
TLC		20,534,980	\$975	\$1,425	\$750

		Households	6am-12m	6pm-12m	12m-3am
TNT		20,679,370	\$1,875	\$2,700	\$1,425
Travel		16,608,453	\$600	\$825	\$450
Tru-TV		17,934,608	\$450	\$750	\$450
TV Land		17,295,429	\$1,275	\$1,800	\$1,350
USA		20,723,313	\$2,250	\$3,300	\$1,350
VH1		17,514,437	\$600	\$870	\$600
Weather		12,482,477	\$375	\$563	\$283

Where does this Interconnect Run?



<u>DMA RANK</u>	<u>MARKET</u>	<u>TOTAL</u>
1	New York, NY	2,155,524
2	Los Angeles, CA	3,742,313
5	Dallas-Ft. Worth, TX	1,618,597
13	Tampa-St. Petersburg, FL	1,285,027
15	Minneapolis-St. Paul, MN	175,797
16	Denver, CO	22,056
17	Orlando-Daytona Beach, FL	1,089,271
19	Cleveland-Akron-Canton, OH	919,025
20	Scranton-St. John-Modesto, CA	11,009
21	Charlotte, NC	740,121
23	Raleigh-Durham-Fayetteville, NC	698,367
24	St. Louis, MO	785,988
31	San Antonio, TX	555,698
32	Columbus, OH	528,421
33	Kansas City, MO	414,265
35	Austin, TX	501,388
36	Cincinnati, OH	468,458
37	Greenville, SC-Spartanburg, NC	441,408
38	Milwaukee, WI	625,201
42	Grand Rapids-Kalamazoo-Battle Creek, MI	181,877
44	Norfolk-Portsmouth-Newport News, VA	37,221
45	Birmingham-Anniston-Tuscaloosa, AL	447,926
47	Greensboro-High Point-Winston-Salem, NC	380,126
48	Louisville, KY	411,532
54	Buffalo, NY	460,564
59	Albany-Schenectady-Troy, NY	347,802
63	Lexington, KY	205,565
64	Dayton, OH	318,971
66	Honolulu, HI	370,665
69	Green Bay-Appleton, WI	187,930
72	Madison, WI	160,745
73	Omaha, NE	12,699
74	Flint-Saginaw-Bay City, MI	112,832
76	Columbia, SC	236,486
77	Rochester, NY	269,291
78	Portland-Auburn, ME	201,309
80	Toledo, OH	103,871
81	Huntsville-Decatur-Florence, AL	206,124
82	Waco-Temple-Bryan, TX	81,910
83	Houston-The Woodlands-Spring, TX	131,000
85	Syracuse, NY	243,310
87	Savannah, GA	19,418
88	Charleston, SC	5,972
91	El Paso-Las Cruces, TX	101,170
92	Paducah-Cape Girardeau-Harrisburg, MO	165,574
100	Myrtle Beach-Florence, SC	175,229
101	Tri-Cities, TN-VA	125,079

<u>DMA RANK</u>	<u>MARKET</u>	<u>TOTAL</u>
102	Reno, NV	112,140
103	Greenville-Norfolk-Spartanburg, NC	56,480
106	Lincoln-Hastings-Kearney, NE	101,847
116	Youngstown, OH	67,150
117	Yakima-Pasco-Richland-Kennewick, WA	62,089
118	Traverse City-Cadillac, MI	82,870
121	Montgomery-Selma, AL	80,071
123	Bakersfield, CA	91,010
124	San Antonio-Brownsville-San Marcos, TX	109,801
128	La Crosse-Eau Claire, WI	70,845
129	Wilmington, NC	113,120
130	Corpus Christi, TX	74,110
132	Wausau-Rhineland, WI	67,149
133	Chico-Redding, CA	58,630
136	Medford-Klamath Falls, OR	50,449
138	Rockford, IL	10,448
139	Duluth-Superior, MN	49,971
144	Palm Springs, CA	142,196
150	Erie, PA	55,420
151	Rochester-Mason City-Austin, MN	46,460
155	Idaho Falls-Pocatello-Jackson, ID	5,776
156	Bangor, ME	41,920
161	Binghamton, NY	55,250
162	Missoula, MT	34,440
164	Yuma-El Centro, CA	35,590
166	Billings, MT	34,800
170	Rapid City, SD	6,033
171	Jackson, TN	43,120
172	Utica, NY	73,610
174	Clarksburg-Weston, WV	16,519
176	Quincy-Hannibal-Keokuk, MO	18,510
178	Elmira-Corning-NY	46,540
179	Watertown, NY	66,229
182	Marquette, MI	38,011
185	Laredo, TX	44,500
186	Butte-Bozeman, MT	20,950
188	Grand Junction-Montrose, CO	36,370
190	Lima, OH	34,882
191	Great Falls, MT	15,230
196	Cheyenne-Scottsbluff, WY	27,705
198	Casper-Riverton, WY	24,820
199	Mankato, MN	23,649
203	Zanesville, OH	34,254
205	Helena, MT	12,270
206	Presque Isle, ME	11,270
208	Alpena, MI	7,310
209	North Platte, NE	5,580

NOTES:

1. All rates include **FREE** Infrastructure Review.
2. Clients must approve all final schedules prior to placement.
3. All rates subject to change without prior notice.
4. All networks are subject to availability at time of placement.
5. All placements after November 15, subject to potential rate increase of +25%.
6. All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time.
7. Rates listed are for 30-sec spots, 60-sec spots are double.
8. All spots are subject to content approval by network/platform prior to placement.
9. Additional networks available upon request.
10. This rate card has a minimum buy of \$6250.00.
11. All rates subject to change without written or published notice.

Rate Card Updated: 4/22/2024



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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