



## NMS Streaming-Connected TV Rate Card #1

**Type:** 15-Sec Preferred, 30-Sec Acceptable

**Geo-Targeting:** Nationwide (USA), Regional (States),  
or Local Markets (DMA)

\* Individually created campaigns based on the combined criteria of..

- ✓ LOCATION!
- ✓ AUDIENCE DEMOGRAPHIC!
- ✓ GEOTARGETING!

\* Targeting by audience interests and demographics!

\* Choose an audience channel that suits your product/service!

## NMS STREAMING PLATFORMS



## AUDIENCE CHANNELS



## KIDS



## SPORTS



## SPANISH



## INTERNATIONAL



## MEN



## WOMEN



## CONSERVATIVE



## LIBERAL



<b>Local</b>	<b>Package Rate</b>	<b>Cost Per Ad</b>	<b>Total Ads</b>	<b>Length</b>
Package #1	\$10,000.00	\$0.10	100,000	30+ days
Package #2	\$15,000.00	\$0.09	166,667	30-45+ days
Package #3	\$25,000.00	\$0.08	312,500	30-60+ days

<b>Regional</b>	<b>Package Rate</b>	<b>Cost Per Ad</b>	<b>Total Ads</b>	<b>Length</b>
Package #4	\$15,000.00	\$0.09	166,667	30+ days
Package #5	\$25,000.00	\$0.08	312,500	30-45+ days
Package #6	\$50,000.00	\$0.07	714,286	30-60+ days

<b>National</b>	<b>Package Rate</b>	<b>Cost Per Ad</b>	<b>Total Ads</b>	<b>Length</b>
Package #7	\$25,000.00	\$0.08	312,500	30+ days
Package #8	\$50,000.00	\$0.07	714,286	30-45+ days
Package #9	\$100,000.00	\$0.06	1,666,667	45-60+ days

Rate Card Updated: 10/10/2023



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

[www.nationalmediaspots.com](http://www.nationalmediaspots.com)

[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)

## **NMS Streaming-Connected TV Platform Notes**


- 1: The NMS Streaming-Connected TV Platform is based on a “cost per spot basis” much like cable and broadcast TV advertising. 15-sec and 30-sec rates are offered at the same rate. 15-sec spots tend to generate a better result.
- 2: NMS Streaming-Connected TV rates listed are subject to change without notice.
- 3: NMS Streaming-Connected TV Audience Channels may be updated or changed from time to time without notice. Clients may request to drop or add “certain” streaming platforms if available.
- 4: Client may request that certain Streaming-Connected TV Networks be added from other NMS Audience Channels as part of the media buy if available on that Platform.
- 5: The NMS Streaming-Connected TV Platform is designed to run on “all digital devices” including mobile phones, tablets, desktops or laptop computers. NMS highly advises that all devices are used in media campaigns to maximize results.
- 6: NMS recommends a 6am-12midnight time slot for all media buys on the NMS Streaming-Connected TV Platforms. Overnight 12midnight-6am is also available if requested at same cost as 6am-12midnight. Custom “fixed time slots” are available at an additional cost to be negotiated at time of the media buy.
- 7: Clients may also request a “custom” media buy program based on a specific demographics that may not be offered as a current Audience Channel. NMS will provide a custom “per spot rate” based on the demographic and platforms requested. Custom programs take 2-3 business days to provide to client and are good for a period of ten business days.
- 8: The NMS Streaming-Connected TV Platform offers advertising programs in the following breakdown.  
Local Advertising: Includes local DMA’s - towns, cities, and their suburbs  
Regional Advertising: Includes full states in a region or closely grouped DMA’s (Markets)  
National Advertising: Includes all 50 states
- 9: The NMS Streaming-Connected TV Platforms run from 30-60 days depending upon the size of the media buy and number of spots purchased.
- 10: The NMS Streaming-Connected TV Platform is a 100% customized program designed for a specific audience the client needs to reach. The campaign is managed for you, is continuously optimized and is fully transparent for performance. NMS will provide the client with a weekly campaign report and full details as to where and when the client’s ads have run.
- 11: Client is responsible for sending to the NMS drop box it’s 15 or 30 sec TV spots 10 days prior to the start of Client’s media run. TV spots must meet the technical standards that will be sent to Client. NMS offers full production capability to edit or produce streaming TV ads at rates to be determined and agreed upon. Video: MP4 up to 500MB, 1280px minimum width - 16:9 ratio only.
- 12: NMS reserves the right to decline to run any ads that NMS deems as not appropriate, illegal, fake, false news or content. All ads must not trick or confuse the consumers. NMS may from time-to-time request that the client provide proof of claims documentation.
- 13: NMS Streaming-Connected TV Platform ads run thru multiple Streaming-Connected TV Platforms based on availability at time of placement. *Individual Streaming-Connected TV Platforms buys are not available at this time.*
- 14: Individual Streaming-Connected TV shows can sometimes be targeted as part of a multi platform buy depending on availability on each Platform. Most TV shows are not available on all the NMS Streaming-Connected TV Platforms. Not every cable, satellite or broadcast TV stations or Network are available on every streaming platform.
- 15: Networks listed in each audience channel are examples of networks that may be used. Not all will be used in each campaign.
- 16: NMS Streaming-Connected TV Platforms have a 97% view through rate.

## Streaming-Connected TV Monthly Active Users 2022

**ROKU** 63+ Million

**hulu** 46+ Million

 46+ Million

 39+ Million


**tubitv** 20+ Million

**pluto tv** 12+ Million

**sling** 2.5+ Million

 **SAMSUNG**  
TV Plus NA

**fire tv** 50+ Million

 40+ Million

**xumo** 24+ Million

 19+ Million

**peacock** 13+ Million

**AT&T tv** 3.5+ Million

**fubo<sup>TV</sup>** 1+ Million

**Total NMS Streaming-Connected TV Monthly Active Users: up to 378,000,000+**

### Notes:

1. Numbers are projected and made available to NMS by 3rd party data.
2. NMS cannot independently confirm or guarantee these numbers .
3. Numbers exceed US households as consumers have purchased many streaming-connected tv platforms.
4. Samsung TV states it has 350+ Million monthly active users worldwide. No USA only number is currently available.