



**National Satellite Rate Card #1**  
**Full National Direct Response - Cluster Program**




**Full National Subscriber HH's: up to 20 million**  
**Affiliate DR Subscriber HH's: up to 16 million**  
**Type: 30-Sec "ROS" (Run of Schedule)**  
**Rotation: Mon-Sun**

- \* You Choose Demographically Targeted Cluster & Time Block
- \* Each Cluster Purchased Runs One Spot Per Network In That Cluster


**ADULT CLUSTER = 14 networks**

Animal Planet, BBC America, CMT, Game Show, ID, National Geographic, Nat Geo Wild, News Nation, TBS, TNT, TruTV, TV Land, TV One, USA	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$3,825	\$7,650	\$1,530	\$3,060
	8am-4pm	\$8,925	\$17,850	\$5,100	\$10,200
	4pm-8pm	\$10,200	\$21,420	\$5,610	\$11,220
	8pm-2am	\$15,300	\$30,600	\$7,905	\$15,810
	2am-6am	\$2,040	\$4,420	\$1,700	\$3,400


**ENTERTAINMENT CLUSTER = 9 networks**

Animal Planet, Comedy Central, Discovery, Discovery Family, MTV2, OWN, TNT, TV Land, UP	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$2,295	\$4,590	\$638	\$1,275
	8am-4pm	\$6,630	\$13,260	\$2,295	\$4,590
	4pm-8pm	\$7,905	\$15,810	\$3,188	\$6,375
	8pm-2am	\$10,540	\$21,080	\$3,740	\$7,480
	2am-6am	\$2,040	\$4,080	\$510	\$1,020

**LIFESTYLE CLUSTER = 13 networks**


A&E, AWE, Cooking, Destination America, FOOD, Hallmark, Hallmark Family, Hallmark Mystery, HGTV, Magnolia, Ovation, TLC, Travel	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$2,890	\$5,780	\$935	\$1,870
	8am-4pm	\$6,545	\$13,090	\$4,420	\$8,840
	4pm-8pm	\$7,650	\$15,300	\$4,675	\$9,350
	8pm-2am	\$9,350	\$18,700	\$5,440	\$10,880
	2am-6am	\$2,040	\$4,080	\$723	\$1,445

**FEMALE CLUSTER = 14 networks**

BET her, Bravo, Discovery Life, E!, Freeform, FYI, GA Family, Lifetime, Lifetime Movie, OWN, Oxygen, POP, UP, WE	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$2,635	\$5,270	\$553	\$1,105
	8am-4pm	\$7,225	\$14,450	\$3,103	\$6,205
	4pm-8pm	\$8,500	\$17,000	\$4,080	\$8,160
	8pm-2am	\$9,945	\$19,890	\$5,568	\$11,135
	2am-6am	\$1,955	\$3,910	\$553	\$1,105


**MALE CLUSTER = 13 networks**

AHC, AMC, Comedy Central, Discovery, FX, FXX, History, IFC, Paramount, Science, Sundance, Syfy, ViceTV

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$2,465	\$4,930	\$510	\$1,020
	8am-4pm	\$6,205	\$12,410	\$3,995	\$7,990
	4pm-8pm	\$7,140	\$14,280	\$4,505	\$9,010
	8pm-2am	\$8,500	\$17,000	\$5,950	\$11,900
	2am-6am	\$1,998	\$3,995	\$621	\$1,241

**NEWS CLUSTER = 8 networks**

Bloomberg, CNBC, CNN, Fox Business, Fox News, Headline, MSNBC, Weather

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$3,953	\$7,905	\$2,295	\$4,590
	8am-4pm	\$6,290	\$11,390	\$4,080	\$8,160
	4pm-8pm	\$6,715	\$13,430	\$4,420	\$8,840
	8pm-2am	\$7,140	\$14,280	\$4,080	\$8,160
	2am-6am	\$1,743	\$3,485	\$765	\$1,530


**INFORMATION CLUSTER = 14 networks**

AHC, BBC America, CNBC, CNN, Destination America, Fox Business, Fox News, Headline, ID, MSNBC, POP, Science, TLC, TRU-TV

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$3,230	\$6,460	NA	NA
	8am-4pm	\$6,545	\$13,090	\$4,080	\$8,160
	4pm-8pm	\$7,140	\$14,280	\$4,420	\$8,840
	8pm-2am	\$9,095	\$18,190	\$4,080	\$8,160
	2am-6am	\$1,870	\$3,740	NA	NA

**SPORTS CLUSTER = 19 networks**

Big 10, CBS Sports, ESPN, ESPN2, ESPNNews, ESPN U, FanDuel, FS1, FS2, Golf, Longhorn, MLB, NBA, NBCSN, NFL, NHL, Outdoor, SEC, Tennis

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$2,210	\$4,420	\$638	\$1,275
	8am-4pm	\$5,440	\$10,880	\$3,060	\$6,120
	4pm-8pm	\$5,695	\$11,390	\$3,273	\$6,545
	8pm-2am	\$6,758	\$13,515	\$3,613	\$7,225
	2am-6am	\$1,360	\$2,720	\$527	\$1,054



**SPANISH CLUSTER = 14 networks**

Caracol, Centro America TV, CNN Espanol, Discovery en Espanol, Discovery Familia, ESPN Deportes, Fox Deportes, Galavisión, Nat Geo Mundo, Suz Peru, Telemundo, TUDN, Universo, Wapa

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	6am-8am	\$680	\$1,360	\$340	\$680
	8am-4pm	\$1,615	\$3,230	\$876	\$1,751
	4pm-8pm	\$1,870	\$3,740	\$1,063	\$2,125
	8pm-2am	\$2,168	\$4,335	\$850	\$1,700
	2am-6am	\$595	\$1,190	\$298	\$595






**YOUNG CLUSTER = 6 networks**

BET, FUSE, LOGO, MTV, MTV2, VH1

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
     	6am-8am	\$2,083	\$4,165	\$340	\$680
	8am-4pm	\$3,400	\$6,800	\$1,020	\$2,040
	4pm-8pm	\$3,655	\$7,310	\$1,190	\$2,380
	8pm-2am	\$3,740	\$7,480	\$1,717	\$3,434
	2am-6am	\$1,955	\$3,910	\$510	\$1,020

**KIDS CLUSTER = 5 networks**

Boomerang, Cartoon, Discovery Family, Disney XD, Nickelodeon

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
    	6am-8am	\$850	\$1,700	\$340	\$680
	8am-4pm	\$2,210	\$4,420	\$876	\$1,751
	4pm-8pm	\$2,380	\$4,760	\$1,063	\$2,125
	8pm-2am	\$2,210	\$4,420	\$850	\$1,700
	2am-6am	\$595	\$1,190	\$298	\$595




























**National Satellite Rate Card #1**  
**Live Sports Program**  
**Subscriber HH's: up to 20 million**  
**Type: 30-Sec "ROS" (Run of Schedule)**  
**Rotation: Mon-Sun**

	Network	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
<b>FOOTBALL</b>					
NFL Primetime	ESPN	\$1,050	\$2,100	NA	NA
NFL Pro Bowl	ESPN	\$6,000	\$12,000	\$3,000	\$6,000
NFL Wildcard Simulcast	ESPN	\$12,000	\$24,000	\$6,000	\$12,000
<b>BASKETBALL</b>					
NBA Allstar Game	TNT	\$9,750	\$19,500	\$5,250	\$10,500
NBA Allstar Sat Night	TNT	\$9,000	\$18,000	\$5,250	\$10,500
NBA on ESPN Game of the Week	ESPN	\$4,500	\$9,000	\$2,550	\$5,100
NBA on TNT Game of the Week	TNT	\$4,500	\$9,000	\$2,700	\$5,400
NCAA Basketball	ESPN	\$3,000	\$6,000	\$1,500	\$3,000
NCAA Basketball	ESPN2	\$1,800	\$3,600	\$900	\$1,800
NCAA Championship Week	ESPN	\$3,600	\$7,200	\$1,800	\$3,600
NCAA Conference Tournament	FS1	\$1,500	\$3,000	\$750	\$1,500
<b>SOCCER</b>					
English Premier League Soccer	NBC Sports	\$750	\$1,500	NA	NA
<b>TENNIS</b>					
Australian Open	ESPN	\$600	\$1,200	NA	NA
Australian Open	ESPN2	\$375	\$750	NA	NA
<b>GOLF</b>					
PGA Tour	Golf	\$1,050	\$2,100	\$450	\$900
<b>WRESTLING/MMA</b>					
WWE Smackdown	USA	\$4,500	\$9,000	\$2,250	\$4,500
<b>HOCKEY</b>					
NHL	NBCS	\$900	\$1,800	\$525	\$1,050



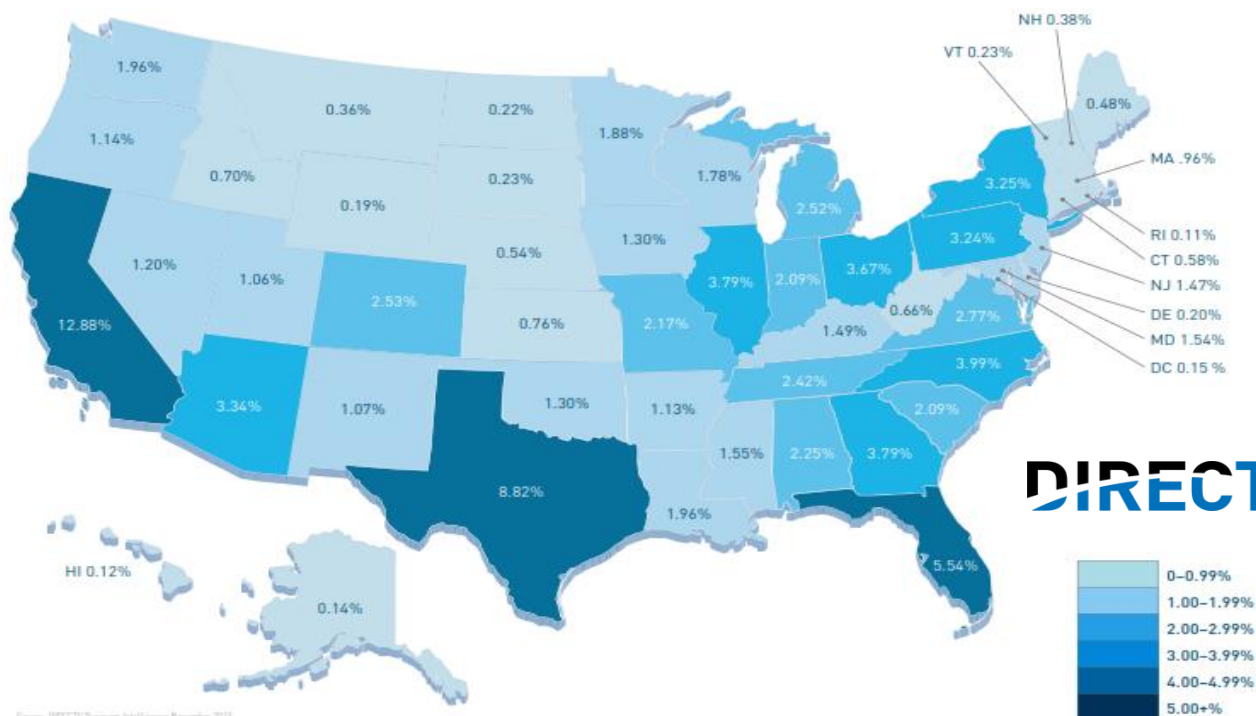


**National Satellite Rate Card #1**  
**Full National Direc Response - Individual Networks**  
**Subscriber HH's: up to 20 million**  
**Type: 30-Sec "ROS" (Run of Schedule) - only available in 30-Sec**  
**Rotation: Mon-Sun**

	6am-8am	8am-4pm	4pm-8pm	8pm-2am	2am-6am
 <b>AMC</b>	\$135	NA	NA	NA	NA
 <b>AHC</b>	\$135	\$165	\$210	\$255	\$165
 <b>Animal Planet</b>	\$135	\$285	\$300	\$300	\$135
 <b>BET</b>	\$150	NA	NA	NA	\$150
 <b>BET her</b>	\$135	\$165	\$210	\$255	\$165
 <b>CBS Sports Network</b>	\$135	\$225	\$225	\$225	\$135
 <b>CNBC</b>	\$195	\$285	NA	NA	\$195
 <b>CNN Esp</b>	NA	NA	NA	NA	\$345
 <b>Comedy Central</b>	\$300	NA	NA	NA	\$795
 <b>Destination America</b>	\$135	\$225	\$225	\$225	\$135
 <b>Discovery Family</b>	NA	NA	NA	NA	\$180
 <b>ESPN</b>	\$735	\$1,200	NA	\$1,350	\$600
 <b>Freeform</b>	\$270	NA	NA	NA	\$270
 <b>FX</b>	NA	NA	NA	NA	\$132
 <b>Game Show Network</b>	NA	\$480	\$495	\$585	\$345
 <b>Hallmark Channel</b>	\$165	\$450	\$525	\$555	\$165
 <b>Hallmark Mystery</b>	\$165	\$450	\$525	\$555	\$165
 <b>Longhorn Network</b>	\$150	\$210	\$240	\$270	\$150
 <b>Nickelodeon</b>	NA	NA	NA	NA	\$345
 <b>Oxygen</b>	\$165	\$225	\$360	\$270	\$270
 <b>Pop</b>	NA	NA	NA	NA	\$270
 <b>Syfy</b>	\$165	\$285	\$315	\$330	\$195
 <b>TLC</b>	NA	NA	NA	NA	\$315
 <b>TV Land</b>	\$330	\$600	NA	NA	NA
 <b>UPtv</b>	\$240	\$345	\$405	\$525	NA

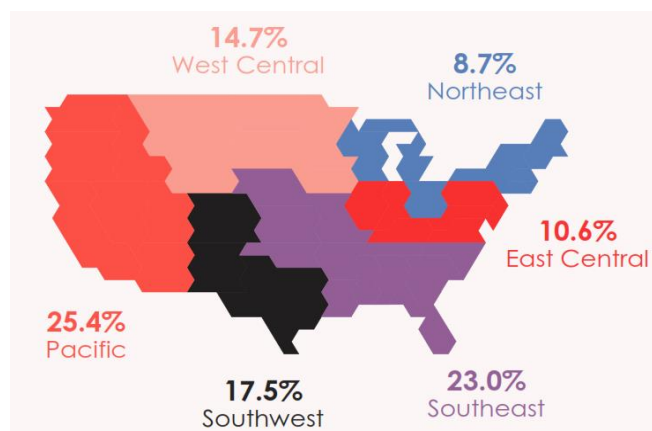
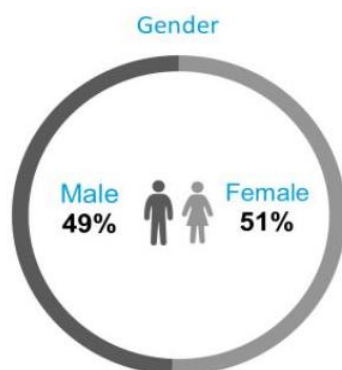
## DIRECTV Total HH Penetration by State

Total HHs Over 20 million



**DIRECTV**

## DIRECTV Subscriber Audience Profile



**80%**  
own a Home



**31%**  
have College Degree



**54%**  
own a Smart TV



**71%**  
have income \$50K+

**54%**  
have income \$75K+

**34%**  
have income \$100K+



**49%**  
have Children

### NOTES:

1. All rates include a **FREE** Infrastructure Review.
2. Client must approve all schedules prior to final placement.
3. Rates are for Run of Schedule (ROS) whereby the Client chooses the Time Block and the Networks choose exact run times.
4. All networks subject to availability at time of placement.
5. All placements after November 15th subject to potential rate increase of +25%.
6. :60 Second Spots are double the :30 second price quoted in this rate card.
7. All placements subject to content approval by platforms/networks.

Rate Card Updated 5/6/2025



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We Appreciate Your Business!  
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