



National Satellite Rate Card #2
Full National Direct Response - Cluster Program



Full National Subscriber HH's: up to 13.2 million
Affiliate DR Subscriber HH's: up to 3.3 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, Bravo, CMT, Game Show, ID, National Geographic, Nat Geo Wild, Science, TBS, TLC, TNT, TruTV, TV Land, USA		DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
		M-SU 6am-9am	\$1,500	\$3,000	\$1,200	\$2,400
		M-SU 9am-4pm	\$2,750	\$5,500	\$2,200	\$4,400
		M-SU 4pm-8pm	\$5,000	\$10,000	\$4,000	\$8,000
		M-SU 8pm-12m	\$7,500	\$15,000	\$6,000	\$12,000
		M-SU 12m-2am	\$5,000	\$10,000	\$4,000	\$8,000
		M-SU 2am-6am	\$1,000	\$2,000	\$800	\$1,600
		SA-SU 9am-8pm	\$6,250	\$12,500	\$5,000	\$10,000
ENTERTAINMENT CLUSTER = 15 networks						
A&E, Cooking, Destination America, Food, FXM, Hallmark, Hallmark Family, Hallmark Mystery, HGTV, IFC, Magnolia, News Nation, Pop, Sundance, Travel		DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
		M-SU 6am-9am	\$1,500	\$3,000	\$1,200	\$2,400
		M-SU 9am-4pm	\$3,250	\$6,500	\$2,600	\$5,200
		M-SU 4pm-8pm	\$5,000	\$10,000	\$4,000	\$8,000
		M-SU 8pm-12m	\$5,000	\$10,000	\$4,000	\$8,000
		M-SU 12m-2am	\$4,000	\$8,000	\$3,200	\$6,400
		M-SU 2am-6am	\$1,000	\$2,000	\$800	\$1,600
		SA-SU 9am-8pm	\$6,000	\$12,000	\$4,800	\$9,600

FEMALE CLUSTER = 13 networks

BBC America, BET her, E!, Freeform, FYI, GA Family, Justice Central, Lifetime, Lifetime Movie, OWN, Oxygen, UP, WE

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$1,000	\$2,000	\$800	\$1,600
	M-SU 9am-4pm	\$2,500	\$5,000	\$2,000	\$4,000
	M-SU 4pm-8pm	\$3,000	\$6,000	\$2,400	\$4,800
	M-SU 8pm-12m	\$3,000	\$6,000	\$2,400	\$4,800
	M-SU 12m-2am	\$2,250	\$4,500	\$1,800	\$3,600
	M-SU 2am-6am	\$625	\$1,250	\$500	\$1,000
	SA-SU 9am-8pm	\$5,000	\$10,000	\$4,000	\$8,000

MALE CLUSTER = 13 networks

AHC, AMC, Comedy Central, Discovery, FX, FXX, History, Motortrend, Paramount, Pursuit, Smithsonian, Syfy, Viceland

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$1,000	\$2,000	\$800	\$1,600
	M-SU 9am-4pm	\$3,000	\$6,000	\$2,400	\$4,800
	M-SU 4pm-8pm	\$3,500	\$7,000	\$2,800	\$5,600
	M-SU 8pm-12m	\$4,500	\$9,000	\$3,600	\$7,200
	M-SU 12m-2am	\$3,250	\$6,500	\$2,600	\$5,200
	M-SU 2am-6am	\$1,750	\$3,500	\$1,400	\$2,800
	SA-SU 9am-8pm	\$4,250	\$8,500	\$3,400	\$6,800

NEWS CLUSTER = 7 networks

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
	M-SU 6am-9am	\$2,500	\$5,000	\$2,000	\$4,000
	M-SU 9am-4pm	\$4,500	\$9,000	\$3,600	\$7,200
	M-SU 4pm-8pm	\$4,750	\$9,500	\$3,800	\$7,600
	M-SU 8pm-12m	\$4,750	\$9,500	\$3,800	\$7,600
	M-SU 12m-2am	\$1,750	\$3,500	\$1,400	\$2,800
	M-SU 2am-6am	\$750	\$1,500	\$600	\$1,200
	SA-SU 9am-8pm	\$3,000	\$6,000	\$2,400	\$4,800

SPORTS CLUSTER = 16 networks

BeIn, Big10, ESPN, ESPN2, ESPN News, ESPN U, FS1, FS2, Golf, MLB, NBA, NBCSN, NFL, Outdoor, Sportsman, Tennis

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$1,000	\$2,000	\$800	\$1,600
	M-SU 9am-4pm	\$2,000	\$4,000	\$1,600	\$3,200
	M-SU 4pm-8pm	\$3,000	\$6,000	\$2,400	\$4,800
	M-SU 8pm-12m	\$5,000	\$10,000	\$4,000	\$8,000
	M-SU 12m-2am	\$1,500	\$3,000	\$1,200	\$2,400
	M-SU 2am-6am	\$500	\$1,000	\$400	\$800
	SA-SU 9am-8pm	\$5,500	\$11,000	\$4,400	\$8,800

YOUNG ADULT 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
	M-SU 6am-9am	\$750	\$1,500	\$600	\$1,200
	M-SU 9am-4pm	\$1,500	\$3,000	\$1,200	\$2,400
	M-SU 4pm-8pm	\$2,250	\$4,500	\$1,800	\$3,600
	M-SU 8pm-12m	\$2,750	\$5,500	\$2,200	\$4,400
	M-SU 12m-2am	\$1,500	\$3,000	\$1,200	\$2,400
	M-SU 2am-6am	\$500	\$1,000	\$400	\$800
	SA-SU 9am-8pm	\$2,250	\$4,500	\$1,800	\$3,600

KIDS & PRIMETIME CLUSTER = 7 networks

Adult Swim, Boomerang, Cartoon, Discovery Family, Disney XD, Nickelodeon, Nick @Nite

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$875	\$1,750	\$700	\$1,400
	M-SU 9am-4pm	\$1,250	\$2,500	\$1,000	\$2,000
	M-SU 4pm-8pm	\$1,750	\$3,500	\$1,400	\$2,800
	M-SU 8pm-12m	\$2,250	\$4,500	\$1,800	\$3,600
	M-SU 12m-2am	\$1,500	\$3,000	\$1,200	\$2,400
	M-SU 2am-6am	\$250	\$500	\$200	\$400
	SA-SU 9am-8pm	\$2,250	\$4,500	\$1,800	\$3,600

LATINO ENTERTAINMENT CLUSTER = 16 networks

Canal 6, Caracol, Centro America, CNN en Espanol, Discovery en Espanol, Discovery Familia, Estrella TV, History en Espanol, Milenio, Nat Geo Mundo, Pasiones, RCN Nuestra Tele, Telemundo, TR3S, Universo, Wapa

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$625	\$1,250	NA	NA
	M-SU 9am-4pm	\$1,250	\$2,500	NA	NA
	M-SU 4pm-8pm	\$1,750	\$3,500	NA	NA
	M-SU 8pm-12m	\$1,875	\$3,750	NA	NA
	M-SU 12m-2am	\$1,125	\$2,250	NA	NA
	M-SU 2am-6am	\$313	\$625	NA	NA
	SA-SU 9am-8pm	\$1,250	\$2,500	NA	NA

UNIVISION CLUSTER = 4 networks

Galavision, N+ForoTV, TLNovelas Univision, Univision

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$375	\$750	NA	NA
	M-SU 9am-4pm	\$500	\$1,000	NA	NA
	M-SU 4pm-8pm	\$750	\$1,500	NA	NA
	M-SU 8pm-12m	\$875	\$1,750	NA	NA
	M-SU 12m-2am	\$563	\$1,125	NA	NA
	M-SU 2am-6am	\$250	\$500	NA	NA
	SA-SU 9am-8pm	\$500	\$1,000	NA	NA

LATINO SPORTS CLUSTER = 4 networks

BeIn Sports, ESPN Deportes, Fox Deportes, Univision

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$250	\$500	NA	NA
	M-SU 9am-4pm	\$500	\$1,000	NA	NA
	M-SU 4pm-8pm	\$875	\$1,750	NA	NA
	M-SU 8pm-12m	\$750	\$1,500	NA	NA
	M-SU 12m-2am	\$500	\$1,000	NA	NA
	M-SU 2am-6am	\$188	\$375	NA	NA
	SA-SU 9am-8pm	\$500	\$1,000	NA	NA

LATINO BILINGUAL CLUSTER = 9 networks

CNN en Espanol, Discovery en Espanol, ESPN Deportes, Fox Deportes, History en Espanol, Nat Geo Mundo, TR3S, Universo, Wapa

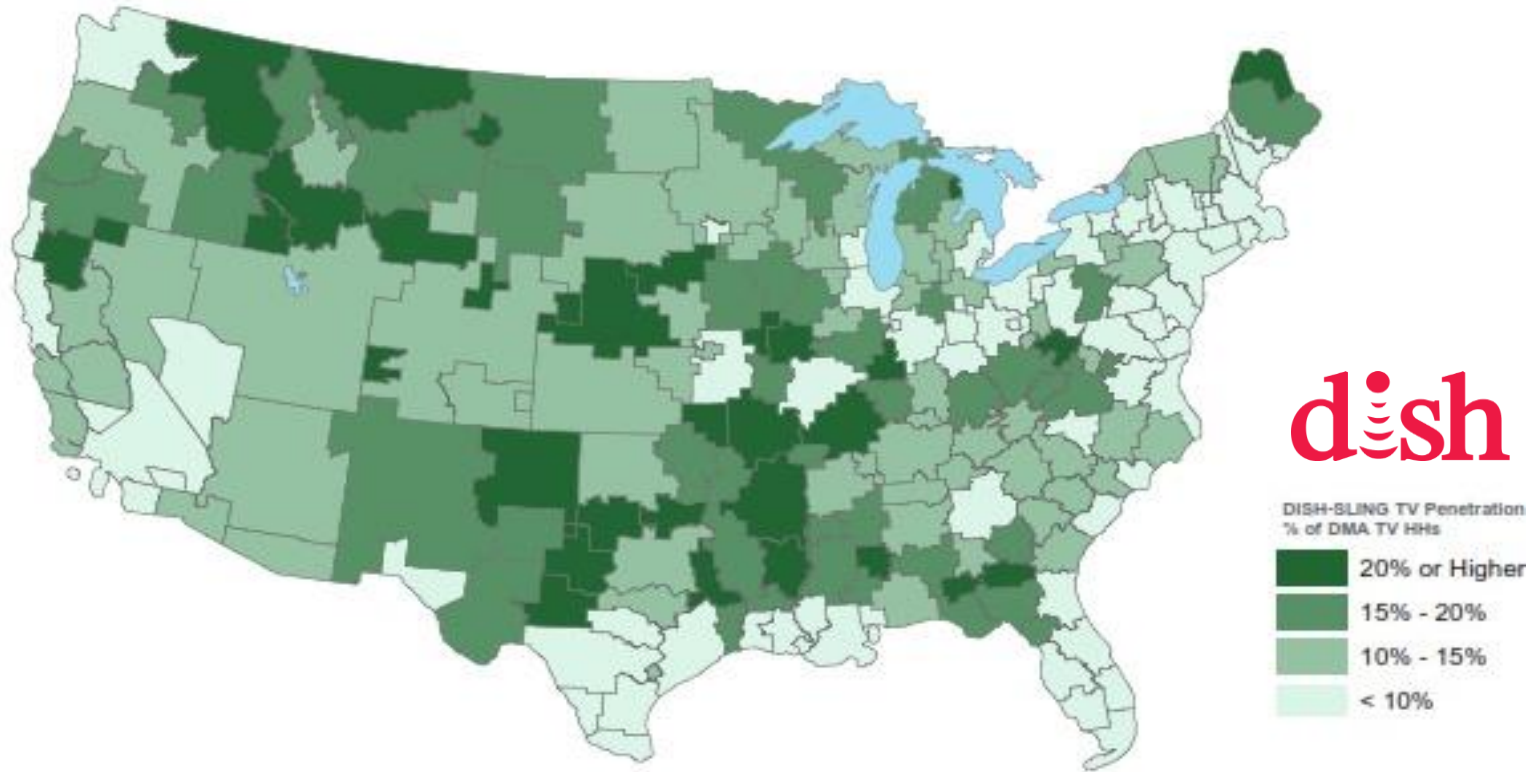
	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$500	\$1,000	NA	NA
	M-SU 9am-4pm	\$500	\$1,000	NA	NA
	M-SU 4pm-8pm	\$750	\$1,500	NA	NA
	M-SU 8pm-12m	\$1,125	\$2,250	NA	NA
	M-SU 12m-2am	\$750	\$1,500	NA	NA
	M-SU 2am-6am	\$250	\$500	NA	NA
	SA-SU 9am-8pm	\$500	\$1,000	NA	NA

SOUTH ASIAN CLUSTER = 10 networks

Aapka Colors, Aaj Tak, B4U Movies, Colors, Colors Rishtey, Good Times, NDTV 24/7, TV Asia, SET, SET Max

	DAYPART	Full National 30-Sec	Full National 60-Sec	Affiliate DR 30-Sec	Affiliate DR 60-Sec
	M-SU 6am-9am	\$68	\$135	NA	NA
	M-SU 9am-4pm	\$113	\$225	NA	NA
	M-SU 4pm-8pm	\$90	\$180	NA	NA
	M-SU 8pm-12m	\$315	\$630	NA	NA
	M-SU 12m-2am	\$135	\$270	NA	NA
	SA-SU 9am-8pm	\$90	\$180	NA	NA

Where does this Satellite System Run?



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.

Rate Card Updated 5/6/2025



Thank You for Choosing National Media Spots, Inc.
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