

Satellite TV - Rate Card #4: Local Satellite

Local Satellite - Ordered by DMA Type: 30-Sec "ROS" Run of Schedule Rotation: M-SU 6am-12m / 6pm-12m





TIER 1 Networks:

A&E	Bravo	CNN	Discovery	ESPN	Food	Fox News	Hallmark	HGTV	Lifetime	MSNBC
NFL	Nickelodeon	TBS	TNT	USA						

TIER 2 Networks:

Adult Swim	AMC	Animal Planet	BBC America	BET	BIG10	Bloomberg	Cartoon	CBS Sports	СМТ	CNBC
Comedy Central	Disney XD	E!	ESPN2	Freeform	FS1	FX	Golf	History	HLN	Lifetime Movie
Magnolia	MLB	MTV	National Geographic	NBA	Nike @ Nite	Outdoor	OWN	Paramount	SEC Network	SyFy
TLC	Travel	TRU-TV	TV Land	TV One	VH1	WE				

TIER 3 Networks:

Cooking	Destination America	Discovery Life	ESPNews	ESPNU	FXX	FYI	GA Family	GSN	Hallmark Mystery	ID
MTV2	NBCSN	Oxygen	Ovation	Science	UP	Vice TV	Weather			

		% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3				
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m				
1a	New York City	10%	312,000	Dish	\$133	\$189	\$95	\$145	\$45	\$60				
(Metro 1), NY	10%	312,000	Direct TV	\$168	\$228	\$120	\$175	\$70	\$85					
16	New York City (Metro 2), NY	10%	10%	10%	10%	10%	312,000	Dish	\$133	\$189	\$95	\$145	\$45	\$60
10			312,000	Direct TV	\$168	\$228	\$120	\$175	\$70	\$85				
1 c	Long Island, NY	400/	156,000	Dish	\$111	\$189	\$85	\$145	\$45	\$60				
TC .	Long Island, NY	10%	156,000	Direct TV	\$150	\$228	\$115	\$175	\$70	\$85				
2	Los Angeles, CA	geles, CA 34%	1,866,535	Dish	\$293	\$390	\$225	\$300	\$175	\$225				
2				Direct TV	\$358	\$618	\$275	\$475	\$200	\$250				

Rank		% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
3	Chicago, IL	26%	868,805	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	Cilicago, iz	2070	800,803	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
4	Philadelphia, PA	13%	379,329	Dish	\$98	\$163	\$75	\$125	\$40	\$50
-	rillaueipilla, rA	13%	373,323	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
5	Dallas-Ft.Worth,	30%	793,911	Dish	\$98	\$163	\$75	\$125	\$40	\$50
3	TX	30%	793,911	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
6	Atlanta, GA	35%	835,005	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	Atlanta, GA	33/4	033,003	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
7	Houston, TX	31%	735,847	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	/ Houston, IX 31%	31,0	7.00,0 17	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
8	Washington, DC-	19%	464,291	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	Hagerstown, MD	-5/2		Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
9	Boston, MA-	13%	313,463	Dish	\$111	\$189	\$85	\$145	\$45	\$60
	Manchester, NH		524,100	Direct TV	\$150	\$228	\$115	\$175	\$70	\$85
10	San Francisco- Oakland-San Jose,	24%	596,325	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	CA		333,333	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
11	Phoenix-Prescott,	44%	813,494	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	AZ	,	323,131	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
12	Seattle-Tacoma,	26%	459,178	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	WA			Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
13	Tampa- St.Petersburg-	15%	278,973	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Sarasota, FL			Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

	(7.4.)	% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
14	Detroit, MI	21%	289,192	Dish	\$91	\$143	\$70	\$110	\$35	\$45
14	Detroit, Wil	21%	205,152	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
45	Minneapolis-St.	220/	FF1 427	Dish	\$91	\$143	\$70	\$110	\$35	\$45
15	Paul, MN	32%	551,427	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
16	Danier CO	41%	646 107	Dish	\$91	\$143	\$70	\$110	\$35	\$45
16	Denver, CO	41%	646,197	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
17	Orlando-Daytona Beach-Melbourne,	22%	327,736	Dish	\$111	\$189	\$85	\$145	\$35	\$45
17	FL	22/6	327,730	Direct TV	\$150	\$228	\$115	\$175	\$55	\$70
10	Miami-	21%	348,604	Dish	\$111	\$189	\$85	\$145	\$35	\$45
16	Ft.Lauderdale, FL	21/0	343,004	Direct TV	\$150	\$228	\$115	\$175	\$55	\$70
19	Cleveland-Akron-	27%	403,153	Dish	\$98	\$163	\$75	\$125	\$40	\$50
19	Canton, OH	27/6	403,133	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
20	Sacramento- Stockton-	40%	539,996	Dish	\$91	\$143	\$70	\$110	\$35	\$45
20	Modesto, CA	40%	333,330	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
21	Charlotte, NC	37%	432,386	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Charlotte, NC	3770	432,300	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
22	Portland, OR	34%	384,349	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	r ortiana, ox	3470	304,343	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
23	Raleigh-Durham-	35%	396,011	Dish	\$91	\$143	\$70	\$110	\$35	\$45
23	Fayetteville, NC	33/0	330,011	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
24	St. Louis, MI	35%	426,080	Dish	\$91	\$143	\$70	\$110	\$35	\$45
		33/0	-120,000	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

		% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
25	Indianapolis, IN	31%	332,658	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	maianapons, ne	3170	332,030	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
26	Pittsburgh, PA	25%	288,638	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Tittisburgii, TA	2370	200,030	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
27	Nashville, TN	39%	386,159	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	reasilvine, me	33%	300,133	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
28	Baltimore, MD	16%	175,982	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
29	Salt Lake City, UT	41%	362,809	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Suit Luke City, 51	4270	302,003	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
30	San Diego, CA	21%	221,556	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	Sun Biego, ex	2270	221,550	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
31	San Antonio, TX	33%	299,416	Dish	\$98	\$163	\$75	\$125	\$40	\$50
		337	255,125	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
32	Columbus, OH	26%	235,958	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	columbus, cm	20%	233,330	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
33	Kansas City, MO	28%	251,726	Dish	\$91	\$143	\$70	\$110	\$35	\$45
			202,720	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
34	Hartford-New Haven, CT	14%	132,335	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
35	Austin, TX	25%	191,632	Dish	\$98	\$163	\$75	\$125	\$40	\$50
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
36	Cincinnati, OH	28%	243,292	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

		% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
37	Greenville, SC- Spartanburg-	47%	391,938	Dish	\$91	\$143	\$70	\$110	\$35	\$45
3,	Asheville, NC	4776	331,338	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
38	Milwaukee, WI	20%	176,442	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
39	W.Palm Beach- Ft.Pierce, FL	21%	166,129	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
40	Las Vegas, NV	39%	287,313	Dish	\$98	\$163	\$75	\$125	\$40	\$50
40	Las vegas, ivv	3370	207,313	Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
41	Jacksonville, FL	29%	192,946	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Juckson vine, 12	2370	132,340	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
42	Grand Rap-Kala- BttleCrk, MI	32%	229,757	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
43	Harris-Lan-Leb- York, PA	27%	187,210	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
44	Norfolk- Portsmouth-	27%	190,693	Dish	\$98	\$163	\$75	\$125	\$40	\$50
	Newport News, VA			Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
45	Birm-Tusc-	46%	315,597	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Anniston, AL			Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
46	Oklahoma City,	37%	259,396	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	ОК			Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
47	Grnsboro-HP-Win- Salem, SC	39%	265,188	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
48	Louisville, KY	31%	202,650	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
49	Albuquerque-	52%	344,536	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Santa Fe, NM		2 1 1,000	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
50	New Orleans, LA	33%	208,936	Dish	\$91	\$143	\$70	\$110	\$35	\$45
		- 20-2	,	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1 6p-12m	TIER 2 6a-12m	TIER 2 6p-12m	TIER 3	TIER 3
			252.047	Dish	\$91	\$143	\$70	\$110	\$35	\$45
52	Memphis, TN	41%	260,817	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
F2	Fuere Visalia CA	450/	350 836	Dish	\$91	\$143	\$70	\$110	\$35	\$45
53	Fresno-Visalia, CA	46%	259,826	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
54	Buffalo, NY	27%	158,045	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
55	Ft. Myers-Naples, FL	30%	151,629	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
56	Richmond- Petersburg, VA	31%	170,416	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
57	Wilkes Barre- Scranton, PA	37%	204,325	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
58	Mobile, AL- Pensa-Ft.Walt, FL	38%	200,807	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
60	Little Rock-Pine	52%	284,778	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	Bluff, AR	32%	204,770	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
61	Knoxville, TN	32%	161,091	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
62	Tulsa, OK	38%	197,292	Dish	\$65	\$98	\$50	\$75	\$25	\$30
<u> </u>	Tuisu, OK	30%	137,232	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
63	Lexington, KY	48%	198,471	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
64	Dayton, OH	26%	120,172	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
65	Tucson-Sierra	44%	188,360	Dish	\$65	\$98	\$50	\$75	\$25	\$30
	Vista, AZ	77/0	100,300	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
67	Spokane, WA	50%	207,260	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
68	Des Moines-Ames,	48%	204,595	Dish	\$91	\$143	\$70	\$110	\$35	\$45
	IA	40/0	204,333	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
70	Wichita- Hutchinson, KS	34%	149,372	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45

		% Penetration	Estimated		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
Rank	Location (DMA)	of Total TV HHs	Satellite HHs		6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
71	Roanoke-	53%	229,946	Dish	\$91	\$143	\$70	\$110	\$35	\$45
/1	Lynchburg, VA	33%	223,340	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
73	Omaha, NE	29%	118,656	Dish	\$65	\$98	\$50	\$75	\$25	\$30
/5	Omana, NE	29%	118,030	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
75	Springfield, MO	54%	218,360	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
76	Columbia, SC	38%	150,545	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
81	Huntsville- Decatur, AL	41%	119,021	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
86	Colorado Sprgs- Pueblo, CO	41%	141,909	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
92	Pad, KY-Cape Gir, MO-Harr,II	59%	218,630	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
96	Jackson, MS	51%	162,981	Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
103	Greenville-New	39%	117,312	Dish	\$65	\$98	\$50	\$75	\$25	\$30
103	Bern-Washingon, NC	39%	117,312	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
123	Bakersfield, CA	13%	27,996	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45
144	Palm Springs, CA	20%	29,434	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45

Rate Card Updated: 5/6/2025

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. After November 15th, rates subject to 25% increase.
- 5. Not all networks listed on the local satellite rate card are available in all local DMAs.
- 6. All network placement is subject to availability at the time of placement.
- 7. All time blocks listed above are "ROS", run of schedule, the client picks the time blocks, networks/platform picks the exact run time.
- 8. Rates listed above are for 30-sec spots, 60-sec spots are double.
- 9. All spots are subject to content approval by network/platform prior to placement.
- 10. Satellite households subject to change without notice.



Thank You for Choosing National Media Spots, Inc.
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