



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	CMT	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			

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

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

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
					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
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
15	Minneapolis-St. Paul, MN	32%	551,427	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
16	Denver, CO	41%	646,197	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
17	Orlando-Daytona Beach-Melbourne, FL	22%	327,736	Dish	\$111	\$189	\$85	\$145	\$35	\$45
				Direct TV	\$150	\$228	\$115	\$175	\$55	\$70
18	Miami-Ft.Lauderdale, FL	21%	348,604	Dish	\$111	\$189	\$85	\$145	\$35	\$45
				Direct TV	\$150	\$228	\$115	\$175	\$55	\$70
19	Cleveland-Akron-Canton, OH	27%	403,153	Dish	\$98	\$163	\$75	\$125	\$40	\$50
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
20	Sacramento-Stockton-Modesto, CA	40%	539,996	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
21	Charlotte, NC	37%	432,386	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
22	Portland, OR	34%	384,349	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
23	Raleigh-Durham-Fayetteville, NC	35%	396,011	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
24	St. Louis, MI	35%	426,080	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
					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
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
26	Pittsburgh, PA	25%	288,638	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
27	Nashville, TN	39%	386,159	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
30	San Diego, CA	21%	221,556	Dish	\$98	\$163	\$75	\$125	\$40	\$50
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
31	San Antonio, TX	33%	299,416	Dish	\$98	\$163	\$75	\$125	\$40	\$50
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
32	Columbus, OH	26%	235,958	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
33	Kansas City, MO	28%	251,726	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
					6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
37	Greenville, SC-Spartanburg-Asheville, NC	47%	391,938	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
41	Jacksonville, FL	29%	192,946	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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-Newport News, VA	27%	190,693	Dish	\$98	\$163	\$75	\$125	\$40	\$50
				Direct TV	\$130	\$195	\$100	\$150	\$60	\$75
45	Birm-Tusc-Anniston, AL	46%	315,597	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
46	Oklahoma City, OK	37%	259,396	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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-Santa Fe, NM	52%	344,536	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
50	New Orleans, LA	33%	208,936	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
					6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
52	Memphis, TN	41%	260,817	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
53	Fresno-Visalia, CA	46%	259,826	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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 Bluff, AR	52%	284,778	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				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
				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 Vista, AZ	44%	188,360	Dish	\$65	\$98	\$50	\$75	\$25	\$30
				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, IA	48%	204,595	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
70	Wichita-Hutchinson, KS	34%	149,372	Direct TV	\$98	\$124	\$75	\$95	\$35	\$45

Rank	Location (DMA)	% Penetration of Total TV HHs	Estimated Satellite HHs		TIER 1	TIER 1	TIER 2	TIER 2	TIER 3	TIER 3
					6a-12m	6p-12m	6a-12m	6p-12m	6a-12m	6p-12m
71	Roanoke-Lynchburg, VA	53%	229,946	Dish	\$91	\$143	\$70	\$110	\$35	\$45
				Direct TV	\$117	\$176	\$90	\$135	\$55	\$70
73	Omaha, NE	29%	118,656	Dish	\$65	\$98	\$50	\$75	\$25	\$30
				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,IL	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 Bern-Washingon, NC	39%	117,312	Dish	\$65	\$98	\$50	\$75	\$25	\$30
				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

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.

Rate Card Updated: 5/6/2025



Thank You for Choosing National Media Spots, Inc.
 We Appreciate Your Business!
 888-579-8088
www.nationalmediaspots.com
media@nationalmediaspots.com