



Cable TV - Rate Card #11 - Remnant Local Cable Interconnects
Subscriber HH's: up to 15.5 Million
Type: 30-Sec
Rotation: 24 HR / Mon-Sun
Length: 30 Days
Package Total: 2000 Spots

LOCAL INSERTION BY MARKET

MARKET	HOUSEHOLDS	RATE PER SPOT	COST PER 2000 SPOTS
LOS ANGELES/OC, CA	2,400,000	\$20.00	\$40,000.00
NEW YORK, NY	1,400,000	\$18.00	\$36,000.00
PHOENIX, AZ	1,141,686	\$16.00	\$32,000.00
DENVER, CO	1,000,000	\$16.00	\$32,000.00
INDIANAPOLIS, IN	800,000	\$16.00	\$32,000.00
MINNEAPOLIS, MN	793,860	\$16.00	\$32,000.00
WASHINGTON DC	786,302	\$15.00	\$30,000.00
HOUSTON, TX	574,000	\$15.00	\$30,000.00
LAS VEGAS, NV	545,115	\$15.00	\$30,000.00
NORFOLK, VA	524,000	\$15.00	\$30,000.00
BIRMINGHAM, AL	510,000	\$15.00	\$30,000.00
SAN DIEGO, CA	500,000	\$15.00	\$30,000.00
DETROIT, MI	500,000	\$15.00	\$30,000.00
MILWAUKEE, WI	500,000	\$15.00	\$30,000.00
PHILADELPHIA, PA	483,609	\$15.00	\$30,000.00
GRAND RAPIDS, MI	475,000	\$15.00	\$30,000.00
BUFFALO, NY	448,000	\$15.00	\$30,000.00
TAMPA, FL	415,004	\$15.00	\$30,000.00
ROCHESTER, NY	404,000	\$15.00	\$30,000.00
RICHMOND, VA	400,000	\$15.00	\$30,000.00
GREENVILLE, NC	375,000	\$10.00	\$20,000.00
CHICAGO, IL	316,000	\$10.00	\$20,000.00
OKLAHOMA CITY, OK	359,383	\$10.00	\$20,000.00
WILKES-BARRE/SCRANTON, PA	322,798	\$10.00	\$20,000.00
ROANOKE, VA	300,000	\$8.00	\$16,000.00
DALLAS/FT. WORTH, TX	245,678	\$8.00	\$16,000.00
FLINT, MI	230,000	\$8.00	\$16,000.00
SHREVEPORT, LA	217,389	\$8.00	\$16,000.00
OMAHA, NE	207,070	\$8.00	\$16,000.00
SOUTH BEND, IN	200,000	\$8.00	\$16,000.00
BATON ROUGE, LA	187,000	\$5.00	\$10,000.00
ALBANY, NY	178,000	\$5.00	\$10,000.00
HARTFORD, CT	152,756	\$5.00	\$10,000.00
SAVANNAH, GA	147,000	\$5.00	\$10,000.00
SACRAMENTO, CA	132,000	\$5.00	\$10,000.00
SYRACUSE, NY	128,000	\$5.00	\$10,000.00
EVANSVILLE, IN	116,174	\$5.00	\$10,000.00
LANSING, MI	110,000	\$5.00	\$10,000.00
CINCINNATI, OH	95,096	\$3.00	\$6,000.00
TERRE HAUTE, IN	84,590	\$3.00	\$6,000.00
COLUMBUS, OH	83,600	\$3.00	\$6,000.00
KANSAS CITY, KS	62,770	\$3.00	\$6,000.00
TOPEKA, KS	59,130	\$3.00	\$6,000.00

MARKET	HOUSEHOLDS	COST PER SPOT	COST PER 2000 SPOTS
FT. MYERS/NAPLES, FL	56,705	\$3.00	\$6,000.00
CHATTANOOGA, TN	48,232	\$3.00	\$6,000.00
CLEVELAND, OH	46,497	\$3.00	\$6,000.00
TRI-CITIES, TN-VA	45,647	\$3.00	\$6,000.00
ORLANDO, FL	44,124	\$3.00	\$6,000.00
RALEIGH, NC	43,381	\$3.00	\$6,000.00
HARRISBURG, PA	43,195	\$3.00	\$6,000.00
FT. WAYNE, IN	42,966	\$3.00	\$6,000.00
SEATTLE, WA	41,411	\$3.00	\$6,000.00
LAKE CHARLES, LA	38,668	\$2.75	\$5,500.00
ABILENE-SWEETWATER, TX	37,935	\$2.75	\$5,500.00
HUNTSVILLE, AL	37,681	\$2.75	\$5,500.00
MADISON, WI	33,450	\$2.75	\$5,500.00
SALT LAKE CITY, UT	32,130	\$2.75	\$5,500.00
ST.JOSEPH, MO	29,550	\$2.75	\$5,500.00
TULSA, OK	29,468	\$2.75	\$5,500.00
LEXINGTON, KY	29,298	\$2.75	\$5,500.00
PORTLAND, OR	28,208	\$2.75	\$5,500.00
SAN ANTONIO, TX	27,279	\$2.75	\$5,500.00
JACKSON, TN	26, 646	\$2.75	\$5,500.00
MONTGOMERY, AL	26,373	\$2.75	\$5,500.00
AUSTIN, TX	25,125	\$2.75	\$5,500.00
HONOLULU, HI	24,865	\$2.75	\$5,500.00
SIOUX FALLS, SD	24,840	\$2.75	\$5,500.00
WACO, TX	23,662	\$2.75	\$5,500.00
CHARLESTON, SC	22,400	\$2.75	\$5,500.00
JONESBORO, AR	22,390	\$2.75	\$5,500.00
RAPID CITY, SD	19,952	\$2.50	\$5,000.00
CORPUS CHRISTI, TX	19,732	\$2.50	\$5,000.00
PANAMA CITY, FL	19,729	\$2.50	\$5,000.00
CHARLESTON-HUNT, WV	18,500	\$2.50	\$5,000.00
COLORADO SPRINGS, CO	15,301	\$2.50	\$5,000.00
JACKSONVILLE, FL	15,227	\$2.50	\$5,000.00
AUGUSTA, GA	15,078	\$2.50	\$5,000.00
NASHVILLE, TN	14,914	\$2.50	\$5,000.00
CHAMPAIGN, IL	13,601	\$2.50	\$5,000.00
GREENSB-HIGH P-WINST SC/NC	13,285	\$2.50	\$5,000.00
SALISBURY, MD	13,011	\$2.50	\$5,000.00
LA CROSSE, WI	13,000	\$2.50	\$5,000.00
LOUISVILLE, KY	12,311	\$2.50	\$5,000.00
KNOXVILLE, TN	12,270	\$2.50	\$5,000.00
CHARLOTTE, NC	11,919	\$2.50	\$5,000.00
LAFAYETTE, LA	11,190	\$2.50	\$5,000.00
COLUMBIA-JEFF CITY, MO	9,425	\$2.25	\$4,500.00
TALLAHASSEE, FL	9,278	\$2.25	\$4,500.00
PITTSBURGH, PA	7,368	\$2.25	\$4,500.00
JOHNST-ALT-ST COLLEGE, PA	7,030	\$2.25	\$4,500.00
SHERMAN-ADA, OK	5,645	\$2.25	\$4,500.00
ALBANY, GA	3,521	\$2.25	\$4,500.00
LITTLE ROCK, AR	3,511	\$2.25	\$4,500.00

NETWORKS



CABLE PLATFORMS



NOTES:

1. This remnant cable buy is a zone by zone count. Each cable platform counts spots based on their total number of zones.
2. This placement runs on a 24 hour rotation.
3. Spots run through all networks at the choice of each cable platform, no networks may be dropped or substituted.
4. Prelogs are not available. Post logs provided at the end of the run.
5. Spots run over a 30-Day period.
6. All rates include a FREE Infrastructure Review.
7. Client must approve all schedules prior to final placement.
8. All networks subject to availability at time of placement.
9. All placements after November 15, subject to potential rate increase of +25%.
10. :60 Second Spots are double the :30 second price quoted in this rate card.

Rate Card Updated 4/18/2025



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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