



## Cable TV - Rate Card #12: National Cable & Satellite Networks

### PAID PROGRAMMING










Subscriber HH's: varies by network, see below






Type: 28.5 min (Long Form) - some networks may require 27.5 min

Rotation: varies by network, see below







Availability: not guaranteed until time of placement






AMC	Weekday Rates			Weekend Rates		
63 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Currently None Available		
	M-F	6a-6:30a	\$8,000			
	M-F	6:30a-7a	\$7,200			
	M-F	7a-7:30a	\$8,800			
	M-F	7:30a-8a	\$10,400			
	M-F	8a-8:30a	\$12,000			
	M-F	8:30a-9a	\$14,080			
ASPiRE	Weekday Rates			Weekend Rates		
38 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	1a-1:30a	\$1,238	SA-SU	1a-1:30a	\$1,375
	M-F	1:30a-2a	\$1,125	SA-SU	1:30a-2a	\$1,250
	M-F	2a-2:30a	\$1,063	SA-SU	2a-2:30a	\$1,188
	M-F	2:30a-3a	\$938	SA-SU	2:30a-3a	\$1,063
	M-F	3a-3:30a	\$813	SA-SU	3a-3:30a	\$988
	M-F	3:30a-4a	\$750	SA-SU	3:30a-4a	\$800
	M-F	4a-4:30a	\$663	SA-SU	4a-4:30a	\$688
	M-F	4:30a-5a	\$663	SA-SU	4:30a-5a	\$688
	M-F	5a-5:30a	\$738	SA-SU	5a-5:30a	\$800
	M-F	5:30a-6a	\$813	SA-SU	5:30a-6a	\$988
AXS TV	Weekday Rates			Weekend Rates		
50 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	5a-5:30a	\$5,500	SA-SU	5a-5:30a	\$5,500
	M-F	5:30a-6a	\$5,500	SA-SU	5:30a-6a	\$5,500
	M-F	6a-6:30a	\$5,500	SA-SU	6a-6:30a	\$5,500
	M-F	6:30a-7a	\$5,500	SA-SU	6:30a-7a	\$5,500
	M-F	7a-7:30a	\$5,500	SA-SU	7a-7:30a	\$5,500
	M-F	7:30a-8a	\$5,500	SA-SU	7:30a-8a	\$5,500
BBC America	Weekday Rates			Weekend Rates		
60 million HHs	Currently None Available			Currently None Available		
BEIN SPORTS	Weekday Rates			Weekend Rates		
41 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	4a-4:30a	\$125	SA-SU	4a-4:30a	\$125
	M-F	6a-6:30a	\$125	SA-SU	6a-6:30a	\$125
	M-F	6:30a-7a	\$125	SA-SU	6:30a-7a	\$125
				SA-SU	7a-7:30a	\$375
				SA-SU	8a-8:30a	\$625
BEIN SPORTS N	Weekday Rates			Weekend Rates		
50 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M, Tu, W	3a-3:30a	\$125	SA-SU	3a-3:30a	\$125
	M, Tu	4a-4:30a	\$125	SA-SU	7a-7:30a	\$375
	M-F	5:30a-6a	\$125			
	M, Th	10:30a-11a	\$625			
	Th	8a-8:30a	\$375			

<b>BEIN SPORTS XTRA</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																														
6 million HHs																																
	Currently None Available	Currently None Available																														
<b>BET</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																														
75 million HHs																																
	Currently None Available	Currently None Available																														
<b>BETHer</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																														
40 million HHs																																
	Currently None Available	Currently None Available																														
<b>BET JAMS</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																														
35 million HHs	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr> <td>M-F</td><td>11a-4p</td><td>\$2,500</td></tr> <tr> <td>M-F</td><td>7p-12m</td><td>\$7,500</td></tr> <tr> <td>M-F</td><td>3a-6a</td><td>\$1,250</td></tr> </table>	Daypart	Hours	Rate	M-F	11a-4p	\$2,500	M-F	7p-12m	\$7,500	M-F	3a-6a	\$1,250	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr> <td>SA-SU</td><td>11a-4p</td><td>\$5,000</td></tr> <tr> <td>SA-SU</td><td>7p-12m</td><td>\$7,500</td></tr> <tr> <td>SA-SU</td><td>3a-6a</td><td>\$1,250</td></tr> </table>	Daypart	Hours	Rate	SA-SU	11a-4p	\$5,000	SA-SU	7p-12m	\$7,500	SA-SU	3a-6a	\$1,250						
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117 million HHs																																
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CMT	Weekday Rates			Weekend Rates		
82 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	3a-3:30a	\$7,200	SA-SU	3a-3:30a	\$8,000
	M-F	3:30a-4a	\$4,800	SA-SU	3:30a-4a	\$6,400
CNBC	Weekday Rates			Weekend Rates		
82 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	2a-2:30a	\$11,088	SA-SU	2a-2:30a	\$16,640
	M-F	2:30a-3a	\$9,416	SA-SU	2:30a-3a	\$11,640
	M-F	3a-3:30a	\$9,416	SA-SU	6:30a-7a	\$11,088
	M-F	3:30a-4a	\$10,536	SA-SU	7a-7:30a	\$13,864
				SA-SU	7:30a-8a	\$16,640
				SA-SU	8a-8:30a	\$22,176
				SA-SU	8:30a-9a	\$24,960
				SA-SU	9a-9:30a	\$24,960
				SA-SU	9:30a-10a	\$27,720
				SA-SU	10a-10:30a	\$30,488
				SA-SU	10:30a-11a	\$30,488
				SA-SU	11a-11:30a	\$33,280
				SA-SU	11:30a-12n	\$33,280
				SA-SU	12:30n-1p	\$33,280
				SA-SU	1p-1:30p	\$36,040
				SA-SU	1:30p-2p	\$36,040
				SA-SU	2p-2:30p	\$38,808
				SA-SU	2:30p-3p	\$38,808
				SA-SU	3p-3:30p	\$38,808
				SA-SU	3:30p-4p	\$41,576
				SA-SU	4p-4:30p	\$41,576
				SA-SU	4:30p-5p	\$44,352
				SA-SU	5p-5:30p	\$44,352
				SA-SU	5:30p-6p	\$47,120
				SA-SU	6p-6:30p	\$47,120
				SA-SU	6:30p-7p	\$49,896
CNN	Weekday Rates			Weekend Rates		
86 million HHs	Currently None Available			Currently None Available		
						
CNN ESPANOL	Weekday Rates			Weekend Rates		
23 million HHs	Currently None Available			Currently None Available		
						
COMEDY CENTRAL	Weekday Rates			Weekend Rates		
66 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	5a-5:30a	\$13,600	SA-SU	5a-5:30a	\$15,200
	M-F	5:30a-6a	\$12,640	SA-SU	5:30a-6a	\$14,720
	M-F	6a-6:30a	\$13,440	SA-SU	6a-6:30a	\$16,640
	M-F	6:30a-7a	\$15,680	SA-SU	6:30a-7a	\$23,040
	M-F	7a-7:30a	\$19,360	SA-SU	7a-7:30a	\$26,400
	M-F	7:30a-8a	\$22,240	SA-SU	7:30a-8a	\$31,200
	M-F	8a-8:30a	\$24,000			
	M-F	8:30a-9a	\$32,000			

<b>COOKING</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																										
50 million HHs	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr> <td>M-F</td><td>4a-4:30a</td><td>\$3,000</td></tr> <tr> <td>M-F</td><td>4:30a-5a</td><td>\$2,000</td></tr> <tr> <td>M-F</td><td>5a-5:30a</td><td>\$1,875</td></tr> <tr> <td>M-F</td><td>5:30a-6a</td><td>\$1,875</td></tr> <tr> <td>M-F</td><td>6a-6:30a</td><td>\$2,375</td></tr> <tr> <td>M-F</td><td>6:30a-7a</td><td>\$3,000</td></tr> </table>	Daypart	Hours	Rate	M-F	4a-4:30a	\$3,000	M-F	4:30a-5a	\$2,000	M-F	5a-5:30a	\$1,875	M-F	5:30a-6a	\$1,875	M-F	6a-6:30a	\$2,375	M-F	6:30a-7a	\$3,000	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr> <td>SA-SU</td><td>4a-4:30a</td><td>\$3,625</td></tr> <tr> <td>SA-SU</td><td>4:30a-5a</td><td>\$2,500</td></tr> <tr> <td>SA-SU</td><td>5a-5:30a</td><td>\$2,250</td></tr> <tr> <td>SA-SU</td><td>5:30a-6a</td><td>\$2,250</td></tr> <tr> <td>SA-SU</td><td>6a-6:30a</td><td>\$3,000</td></tr> <tr> <td>SA-SU</td><td>6:30a-7a</td><td>\$3,625</td></tr> </table>	Daypart	Hours	Rate	SA-SU	4a-4:30a	\$3,625	SA-SU	4:30a-5a	\$2,500	SA-SU	5a-5:30a	\$2,250	SA-SU	5:30a-6a	\$2,250	SA-SU	6a-6:30a	\$3,000	SA-SU	6:30a-7a	\$3,625
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106 million HHs																																												
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<b>DISCOVERY EN ESP</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																										
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58 million HHs	Currently None Available	Currently None Available																																																																																				
																																																																																						
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37 million HHs	Currently None Available	Currently None Available																																																																																				
																																																																																						
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80 million HHs	<table> <tr> <th><u>Daypart</u></th><th><u>Hours</u></th><th><u>Rate</u></th></tr> <tr><td>M-F</td><td>5a-5:30a</td><td>\$8,000</td></tr> <tr><td>M-F</td><td>5:30a-6a</td><td>\$8,000</td></tr> <tr><td>M-F</td><td>6a-6:30a</td><td>\$8,800</td></tr> <tr><td>M-F</td><td>6:30a-7a</td><td>\$9,600</td></tr> <tr><td>M-F</td><td>7a-7:30a</td><td>\$11,200</td></tr> <tr><td>M-F</td><td>7:30a-8a</td><td>\$13,600</td></tr> <tr><td>M-F</td><td>8a-8:30a</td><td>\$20,000</td></tr> <tr><td>M-F</td><td>8:30a-9a</td><td>\$22,400</td></tr> <tr><td>M-F</td><td>9a-9:30a</td><td>\$28,800</td></tr> </table>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	M-F	5a-5:30a	\$8,000	M-F	5:30a-6a	\$8,000	M-F	6a-6:30a	\$8,800	M-F	6:30a-7a	\$9,600	M-F	7a-7:30a	\$11,200	M-F	7:30a-8a	\$13,600	M-F	8a-8:30a	\$20,000	M-F	8:30a-9a	\$22,400	M-F	9a-9:30a	\$28,800	<table> <tr> <th><u>Daypart</u></th><th><u>Hours</u></th><th><u>Rate</u></th></tr> <tr><td>SU</td><td>4a-4:30a</td><td>\$12,000</td></tr> <tr><td>SU</td><td>4:30a-5a</td><td>\$9,600</td></tr> <tr><td>SA-SU</td><td>5a-5:30a</td><td>\$8,800</td></tr> <tr><td>SA-SU</td><td>5:30a-6a</td><td>\$10,400</td></tr> <tr><td>SA-SU</td><td>6a-6:30a</td><td>\$15,200</td></tr> <tr><td>SA-SU</td><td>6:30a-7a</td><td>\$19,200</td></tr> </table>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	SU	4a-4:30a	\$12,000	SU	4:30a-5a	\$9,600	SA-SU	5a-5:30a	\$8,800	SA-SU	5:30a-6a	\$10,400	SA-SU	6a-6:30a	\$15,200	SA-SU	6:30a-7a	\$19,200																																	
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<b>FOX SPORTS 1</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																																																				
73 million HHs	Currently None Available	Currently None Available																																																																																				
																																																																																						

FOX SPORTS 2	Weekday Rates			Weekend Rates		
53 million HHs	Currently None Available			Currently None Available		
						
FREEFORM	Weekday Rates			Weekend Rates		
58 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
Freeform	M-TH	1a-1:30a	\$27,200	SA-SU	2a-2:30a	\$24,000
	M-TH	1:30a-2a	\$20,800	SA-SU	2:30a-3a	\$17,600
	F	1a-1:30a	\$35,200	SA-SU	3a-3:30a	\$8,000
	F	1:30a-2a	\$24,000	SA-SU	3:30a-4a	\$8,000
	M-F	2a-2:30a	\$12,800	SA-SU	4a-4:30a	\$6,400
	M-F	2:30a-3a	\$11,200	SA-SU	4:30a-5a	\$6,400
	M-F	4a-4:30a	\$6,400	SA	5a-5:30a	\$8,000
	M-F	4:30a-5a	\$6,400	SA	5:30a-6a	\$8,000
	F	5a-5:30a	\$8,000	SA	6a-6:30a	\$18,400
	F	5:30a-6a	\$8,000	SA	6:30a-7a	\$20,000
* formerly ABC Family	TH	6:30a-7a	\$20,000			
FX	Weekday Rates			Weekend Rates		
72 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-TU	3a-3:30a	\$3,200	TH/SU	3a-3:30a	\$3,200
	M-TU	3:30a-4a	\$2,880	TH/SU	3:30a-4a	\$2,880
	M-TU	4a-4:30a	\$1,600	TH/SU	4a-4:30a	\$1,600
	M-TU	4:30a-5a	\$1,600	TH/SU	4:30a-5a	\$1,600
	M-SU	5a-5:30a	\$2,880			
	M-SU	6a-6:30a	\$3,200			
	M-SU	6:30a-7a	\$4,000			
FX	Weekday Rates			Weekend Rates		
57 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Currently None Available		
	M-SU	4:30a-5a	\$1,120			
	M-SU	5a-5:30a	\$1,120			
	M-SU	5:30a-6a	\$1,120			
	M-SU	6a-6:30a	\$1,600			
	M-SU	6:30a-7a	\$1,600			
GA FAMILY	Weekday Rates			Weekend Rates		
50 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
Great American Family	M-TH	4a-4:30a	\$2,500	FR-SU	4a-4:30a	\$2,750
	M-TH	4:30a-5a	\$2,000	FR-SU	4:30a-5a	\$2,250
	M-TH	5a-5:30a	\$1,875	FR-SU	5a-5:30a	\$2,000
	M-TH	5:30a-6a	\$1,750	FR-SU	5:30a-6a	\$1,875
GOLF	Weekday Rates			Weekend Rates		
74 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	3a-3:30a	\$5,440	SA-SU	3a-3:30a	\$5,760
	M-F	3:30a-4a	\$5,440	SA-SU	3:30a-4a	\$5,760
	M-F	4a-4:30a	\$4,800	SA-SU	4a-4:30a	\$5,120
	M-F	4:30a-5a	\$4,800	SA-SU	4:30a-5a	\$5,120
	M-F	5a-5:30a	\$5,120	SA-SU	5a-5:30a	\$5,440
	M-F	5:30a-6a	\$5,120	SA-SU	5:30a-6a	\$5,440
GRIT	Weekday Rates			Weekend Rates		
123 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	3a-3:30a	\$6,400	SA-SU	3a-3:30a	\$6,400
	M-F	3:30a-4a	\$6,400	SA-SU	3:30a-4a	\$6,400
	M-F	4a-4:30a	\$6,400	SA-SU	4a-4:30a	\$6,400
	M-F	4:30a-5a	\$4,000	SA-SU	4:30a-5a	\$4,000
	M-F	5a-5:30a	\$3,600	SA-SU	5a-5:30a	\$3,600
	M-F	5:30a-6a	\$3,600	SA-SU	5:30a-6a	\$3,600







<b>HGTV</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
90 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	F	4a-4:30a	\$16,000	SA-SU	4a-4:30a	\$24,000
	F	4:30a-5a	\$11,200	SA-SU	4:30a-5a	\$12,800
	F	5a-5:30a	\$12,000	SA-SU	5a-5:30a	\$13,600
	F	5:30a-6a	\$12,800	SA-SU	5:30a-6a	\$14,400
				SA-SU	6a-6:30a	\$32,000
				SA-SU	6:30a-7a	\$40,000
<b>HISTORY EN ESP</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
10 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-630a	\$192	SA-SU	6a-630a	\$288
	M-F	630a-7a	\$216	SA-SU	630a-7a	\$304
	M-F	7a-730a	\$224	SA-SU	7a-730a	\$368
	M-F	730a-8a	\$240	SA-SU	730a-8a	\$416
<b>HEADLINE</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
84 million HHs	Currently None Available			Currently None Available		
						
<b>IFC</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
56 million HHs	Currently None Available			Currently None Available		
						
<b>INSPIRATION</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
78 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Currently None Available		
	M-F	6a-6:30a	\$6,720			
	M-F	8a-8:30a	\$8,320			
<b>ION</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
100 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	1a-1:30a	\$32,000	SA-SU	1a-1:30a	\$32,000
	M-F	1:30a-2a	\$16,000	SA-SU	1:30a-2a	\$16,000
	M-F	2a-2:30a	\$9,600	SA-SU	2a-2:30a	\$9,600
	M-F	2:30a-3a	\$9,600	SA-SU	2:30a-3a	\$9,600
	M-F	3:30a-4a	\$8,000	SA-SU	3a-3:30a	\$8,000
	M-F	4a-4:30a	\$8,000	SA-SU	4a-4:30a	\$8,000
	M-F	5a-5:30a	\$8,000	SA-SU	5:30a-6a	\$8,000
	M-F	5:30a-6a	\$8,000	SA-SU	6a-6:30a	\$9,600
	M-F	6a-6:30a	\$9,600	SA-SU	6:30a-7a	\$12,000
	M-F	6:30a-7a	\$12,000	SA-SU	7a-7:30a	\$13,600
	M-F	7a-7:30a	\$13,600	SA-SU	7:30a-8a	\$16,000
	M-F	7:30a-8a	\$16,000	SA-SU	8a-8:30a	\$20,000
				SA-SU	8:30a-9a	\$20,000
				SA-SU	9a-9:30a	\$24,000
				SA-SU	9:30a-10a	\$24,000
<b>LAFF</b>	<b>Weekday Rates</b>			<b>Weekend Rates</b>		
116 million HHs	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	3a-3:30a	\$3,200	SA-SU	3a-3:30a	\$3,200
	M-F	3:30a-4a	\$2,400	SA-SU	3:30a-4a	\$2,400
	M-F	4a-4:30a	\$2,400	SA-SU	4a-4:30a	\$2,400
	M-F	4:30a-5a	\$2,400	SA-SU	4:30a-5a	\$2,400
	M-F	5a-5:30a	\$2,400	SA-SU	5a-5:30a	\$2,400
	M-F	5:30a-6a	\$2,400	SA-SU	5:30a-6a	\$2,400






LIFETIME	Weekday Rates	Weekend Rates				
82 million HHs	Currently None Available	Daypart	Hours	Rate		
		SA	6a-6:30a	\$6,240		
		SA	6:30a-7a	\$7,680		
		SU	6a-6:30a	\$8,800		
		SU	6:30a-7a	\$8,800		
MAGNOLIA	Weekday Rates	Weekend Rates				
61 million HHs	Daypart	Hours	Rate	Daypart	Hours	Rate
 MAGNOLIA NETWORK	M-F	4a-4:30a	\$5,000	SA-SU	4a-4:30a	\$6,000
	M-F	5a-5:30a	\$5,500	SA-SU	5a-5:30a	\$7,000
	M-F	5:30a-6a	\$6,000	SA-SU	5:30a-6a	\$7,500
	M-F	6a-6:30a	\$6,500	SA-SU	6a-6:30a	\$8,750
	M-F	6:30a-7a	\$7,000	SA-SU	6:30a-7a	\$10,000
METV	Weekday Rates	Weekend Rates				
70 million HHs	Currently None Available	Currently None Available				
						
MSNBC	Weekday Rates	Weekend Rates				
95 million HHs	Currently None Available	Currently None Available				
 MSNBC						
NAT GEO	Weekday Rates	Weekend Rates				
71 million HHs	Daypart	Hours	Rate	Daypart	Hours	Rate
 NATIONAL GEOGRAPHIC	M-F	6a-6:30a	\$7,500	SA-SU	6a-6:30a	\$7,500
	M-F	6:30a-7a	\$7,500	SA-SU	6:30a-7a	\$7,500
	M-F	7a-730a	\$8,750	SA-SU	7a-730a	\$8,750
	M-F	730a-8a	\$8,750	SA-SU	730a-8a	\$8,750
	M-F	8a-830a	\$11,250	SA-SU	8a-830a	\$11,250
	M-F	830a-9a	\$12,500	SA-SU	830a-9a	\$12,500
NAT GEO MUNDO	Weekday Rates	Weekend Rates				
6 million HHs	Daypart	Hours	Rate	Daypart	Hours	Rate
 NAT GEO mundo	M-F	6a-630a	\$250	SA-SU	6a-630a	\$250
	M-F	630a-7a	\$188	SA-SU	630a-7a	\$188
	M-F	7a-730a	\$375	SA-SU	7a-730a	\$375
	M-F	730a-8a	\$500	SA-SU	730a-8a	\$500
NAT GEO WILD	Weekday Rates	Weekend Rates				
36 million HHs	Daypart	Hours	Rate	Daypart	Hours	Rate
 NATIONAL GEOGRAPHIC WILD	M-F	3a-330a	\$3,750	SA-SU	3a-330a	\$3,750
	M-F	330a-4a	\$2,000	SA-SU	330a-4a	\$2,000
	M-F	4a-430a	\$1,500	SA-SU	4a-430a	\$1,500
	M-F	430a-5a	\$1,375	SA-SU	430a-5a	\$1,375
	M-F	5a-530a	\$1,250	SA-SU	5a-530a	\$1,250
	M-F	530a-6a	\$1,500	SA-SU	530a-6a	\$1,500
	M-F	6a-630a	\$3,000	SA-SU	6a-630a	\$3,000
	M-F	630a-7a	\$3,500	SA-SU	630a-7a	\$3,500
NEWSMAX	Weekday Rates	Weekend Rates				
70 million HHs	Currently None Available	Daypart	Hours	Rate		
 NEWSMAX		SU	7a-7:30a	\$32,500		
		SU	7:30a-8a	\$32,500		
		SU	8a-8:30a	\$32,500		
		SU	8:30a-9a	\$32,500		
		SU	9a-9:30a	\$32,500		
		SU	9:30a-10a	\$32,500		



<b>NICKELODEON</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
83 million HHs																																																								
	Currently None Available	Currently None Available																																																						
<b>OAN</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
40 million HHs																																																								
	Currently None Available	Currently None Available																																																						
<b>OWN</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
71 million HHs																																																								
	Currently None Available	Currently None Available																																																						
<b>OXYGEN</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
72 million HHs																																																								
	Currently None Available	Currently None Available																																																						
<b>PARAMOUNT</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
75 million HHs																																																								
	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr><td>M-TH</td><td>4a-4:30a</td><td>\$4,250</td></tr> <tr><td>M-F</td><td>4:30a-5a</td><td>\$2,750</td></tr> <tr><td>M-F</td><td>5a-5:30a</td><td>\$2,750</td></tr> <tr><td>M-TH</td><td>5:30a-6a</td><td>\$2,500</td></tr> <tr><td>M-F</td><td>6a-6:30a</td><td>\$2,750</td></tr> <tr><td>M-F</td><td>6:30a-7a</td><td>\$3,500</td></tr> <tr><td>M-F</td><td>7a-7:30a</td><td>\$4,250</td></tr> <tr><td>M-F</td><td>7:30a-8a</td><td>\$5,750</td></tr> </tbody> </table>	Daypart	Hours	Rate	M-TH	4a-4:30a	\$4,250	M-F	4:30a-5a	\$2,750	M-F	5a-5:30a	\$2,750	M-TH	5:30a-6a	\$2,500	M-F	6a-6:30a	\$2,750	M-F	6:30a-7a	\$3,500	M-F	7a-7:30a	\$4,250	M-F	7:30a-8a	\$5,750	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr><td>F-SU</td><td>4a-4:30a</td><td>\$5,250</td></tr> <tr><td>SA-SU</td><td>4:30a-5a</td><td>\$3,000</td></tr> <tr><td>SA-SU</td><td>5a-5:30a</td><td>\$3,000</td></tr> <tr><td>F-SU</td><td>5:30a-6a</td><td>\$3,000</td></tr> <tr><td>SA-SU</td><td>6a-6:30a</td><td>\$3,750</td></tr> <tr><td>SA</td><td>6:30a-7a</td><td>\$4,500</td></tr> <tr><td>SA-SU</td><td>7a-7:30a</td><td>\$6,250</td></tr> <tr><td>SA-SU</td><td>7:30a-8a</td><td>\$7,500</td></tr> </tbody> </table>	Daypart	Hours	Rate	F-SU	4a-4:30a	\$5,250	SA-SU	4:30a-5a	\$3,000	SA-SU	5a-5:30a	\$3,000	F-SU	5:30a-6a	\$3,000	SA-SU	6a-6:30a	\$3,750	SA	6:30a-7a	\$4,500	SA-SU	7a-7:30a	\$6,250	SA-SU	7:30a-8a	\$7,500
Daypart	Hours	Rate																																																						
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<b>PURSUIT</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
35 million HHs																																																								
	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr><td>M-F</td><td>7:30a-8a</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>8:30a-9a</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>10a-10:30a</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>11a-11:30a</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>12n-12:30n</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>12:30n-1p</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>1p-1:30p</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>2:30p-3p</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>3p-3:30p</td><td>\$1,875</td></tr> <tr><td>M-F</td><td>4:30p-5p</td><td>\$2,000</td></tr> <tr><td>M-F</td><td>7p-7:30p</td><td>\$2,500</td></tr> </tbody> </table>	Daypart	Hours	Rate	M-F	7:30a-8a	\$1,875	M-F	8:30a-9a	\$1,875	M-F	10a-10:30a	\$1,875	M-F	11a-11:30a	\$1,875	M-F	12n-12:30n	\$1,875	M-F	12:30n-1p	\$1,875	M-F	1p-1:30p	\$1,875	M-F	2:30p-3p	\$1,875	M-F	3p-3:30p	\$1,875	M-F	4:30p-5p	\$2,000	M-F	7p-7:30p	\$2,500	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr><td>SA-SU</td><td>8a-8:30a</td><td>\$6,250</td></tr> <tr><td>SA-SU</td><td>12:30n-1p</td><td>\$6,250</td></tr> <tr><td>SA-SU</td><td>2:30p-3p</td><td>\$6,250</td></tr> <tr><td>SA-SU</td><td>4p-4:30p</td><td>\$6,250</td></tr> </tbody> </table>	Daypart	Hours	Rate	SA-SU	8a-8:30a	\$6,250	SA-SU	12:30n-1p	\$6,250	SA-SU	2:30p-3p	\$6,250	SA-SU	4p-4:30p	\$6,250			
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<b>REELZ</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																						
55 million HHs																																																								
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<b>RURAL FREE DELIVERY</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
30 million HHs																										
	Currently None Available	Currently None Available																								
<b>SEC NETWORK</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
40 million HHs																										
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<b>SUNDANCE TV</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
54 million HHs																										
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<b>SYFY</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
52 million HHs																										
	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr> <td>M-W</td><td>4a-4:30a</td><td>\$6,984</td></tr> <tr> <td>M-W</td><td>4:30a-5a</td><td>\$10,840</td></tr> <tr> <td>M-W</td><td>5a-5:30a</td><td>\$11,640</td></tr> <tr> <td>M-W</td><td>5:30a-6a</td><td>\$13,976</td></tr> </tbody> </table>	Daypart	Hours	Rate	M-W	4a-4:30a	\$6,984	M-W	4:30a-5a	\$10,840	M-W	5a-5:30a	\$11,640	M-W	5:30a-6a	\$13,976	<table> <thead> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> </thead> <tbody> <tr> <td>SA-SU</td><td>6a-6:30a</td><td>\$23,288</td></tr> <tr> <td>SA-SU</td><td>6:30a-7a</td><td>\$25,600</td></tr> </tbody> </table>	Daypart	Hours	Rate	SA-SU	6a-6:30a	\$23,288	SA-SU	6:30a-7a	\$25,600
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<b>TBS</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
87 million HHs																										
	Currently None Available	Currently None Available																								
<b>TELEMUNDO</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
62 million HHs																										
	Currently None Available	Currently None Available																								
<b>TLC</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
84 million HHs																										
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<b>TNT</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																								
86 million HHs																										
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<b>TRAVEL</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																															
76 million HHs	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>M-F</td><td>4a-4:30a</td><td>\$1,920</td></tr> <tr><td>M-F</td><td>4:30a-5a</td><td>\$1,080</td></tr> <tr><td>M-F</td><td>5a-5:30a</td><td>\$1,200</td></tr> <tr><td>M-F</td><td>5:30a-6a</td><td>\$1,200</td></tr> <tr><td>M-F</td><td>6a-6:30a</td><td>\$1,360</td></tr> <tr><td>M-F</td><td>6:30a-7a</td><td>\$1,760</td></tr> <tr><td>M-F</td><td>7a-7:30a</td><td>\$2,000</td></tr> <tr><td>M-F</td><td>7:30a-8a</td><td>\$2,560</td></tr> </table>	Daypart	Hours	Rate	M-F	4a-4:30a	\$1,920	M-F	4:30a-5a	\$1,080	M-F	5a-5:30a	\$1,200	M-F	5:30a-6a	\$1,200	M-F	6a-6:30a	\$1,360	M-F	6:30a-7a	\$1,760	M-F	7a-7:30a	\$2,000	M-F	7:30a-8a	\$2,560	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>SA-SU</td><td>4a-4:30a</td><td>\$2,240</td></tr> <tr><td>SA-SU</td><td>4:30a-5a</td><td>\$1,200</td></tr> <tr><td>SA-SU</td><td>5a-5:30a</td><td>\$1,320</td></tr> <tr><td>SA-SU</td><td>5:30a-6a</td><td>\$1,320</td></tr> <tr><td>SA-SU</td><td>6a-6:30a</td><td>\$1,920</td></tr> <tr><td>SA-SU</td><td>6:30a-7a</td><td>\$2,800</td></tr> </table>	Daypart	Hours	Rate	SA-SU	4a-4:30a	\$2,240	SA-SU	4:30a-5a	\$1,200	SA-SU	5a-5:30a	\$1,320	SA-SU	5:30a-6a	\$1,320	SA-SU	6a-6:30a	\$1,920	SA-SU	6:30a-7a	\$2,800															
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<b>TRINITY BROADCAST</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																															
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	Currently None Available	Currently None Available																																																															
<b>TRU TV</b>	<b>Weekday Rates</b>	<b>Weekend Rates</b>																																																															
82 million HHs	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>M-F</td><td>5:30a-6a</td><td>\$8,000</td></tr> <tr><td>M-F</td><td>6a-6:30a</td><td>\$5,600</td></tr> <tr><td>M-F</td><td>6:30a-7a</td><td>\$6,400</td></tr> <tr><td>M-F</td><td>7a-7:30a</td><td>\$7,200</td></tr> <tr><td>M-F</td><td>7:30a-8a</td><td>\$9,600</td></tr> <tr><td>M-F</td><td>8a-8:30a</td><td>\$10,400</td></tr> <tr><td>M-F</td><td>8:30a-9a</td><td>\$12,000</td></tr> </table>	Daypart	Hours	Rate	M-F	5:30a-6a	\$8,000	M-F	6a-6:30a	\$5,600	M-F	6:30a-7a	\$6,400	M-F	7a-7:30a	\$7,200	M-F	7:30a-8a	\$9,600	M-F	8a-8:30a	\$10,400	M-F	8:30a-9a	\$12,000	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>SA-SU</td><td>4a-4:30a</td><td>\$8,000</td></tr> <tr><td>SA-SU</td><td>4:30a-5a</td><td>\$5,920</td></tr> <tr><td>SA-SU</td><td>5a-5:30a</td><td>\$5,600</td></tr> <tr><td>SA-SU</td><td>5:30a-6a</td><td>\$6,400</td></tr> <tr><td>SA-SU</td><td>6a-6:30a</td><td>\$7,200</td></tr> <tr><td>SA-SU</td><td>6:30a-7a</td><td>\$8,000</td></tr> <tr><td>SA-SU</td><td>7a-7:30a</td><td>\$8,800</td></tr> <tr><td>SA-SU</td><td>7:30a-8a</td><td>\$12,000</td></tr> <tr><td>SA-SU</td><td>8a-8:30a</td><td>\$19,200</td></tr> <tr><td>SA-SU</td><td>8:30a-9a</td><td>\$22,400</td></tr> <tr><td>SA-SU</td><td>9a-9:30a</td><td>\$25,600</td></tr> <tr><td>SA-SU</td><td>9:30a-10a</td><td>\$27,200</td></tr> </table>	Daypart	Hours	Rate	SA-SU	4a-4:30a	\$8,000	SA-SU	4:30a-5a	\$5,920	SA-SU	5a-5:30a	\$5,600	SA-SU	5:30a-6a	\$6,400	SA-SU	6a-6:30a	\$7,200	SA-SU	6:30a-7a	\$8,000	SA-SU	7a-7:30a	\$8,800	SA-SU	7:30a-8a	\$12,000	SA-SU	8a-8:30a	\$19,200	SA-SU	8:30a-9a	\$22,400	SA-SU	9a-9:30a	\$25,600	SA-SU	9:30a-10a	\$27,200
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53 million HHs	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>M-TH</td><td>3a-3:30a</td><td>\$3,500</td></tr> <tr><td>M-TH</td><td>3:30a-4a</td><td>\$1,875</td></tr> <tr><td>M-TH</td><td>4a-4:30a</td><td>\$1,750</td></tr> <tr><td>M-TH</td><td>4:30a-5a</td><td>\$1,750</td></tr> </table>	Daypart	Hours	Rate	M-TH	3a-3:30a	\$3,500	M-TH	3:30a-4a	\$1,875	M-TH	4a-4:30a	\$1,750	M-TH	4:30a-5a	\$1,750	<table> <tr> <th>Daypart</th><th>Hours</th><th>Rate</th></tr> <tr><td>F-SA</td><td>3a-3:30a</td><td>\$4,750</td></tr> <tr><td>F-SA</td><td>3:30a-4a</td><td>\$2,500</td></tr> <tr><td>F-SA</td><td>4a-4:30a</td><td>\$2,250</td></tr> <tr><td>F-SA</td><td>4:30a-5a</td><td>\$2,250</td></tr> <tr><td>SU</td><td>3a-3:30a</td><td>\$3,250</td></tr> <tr><td>SU</td><td>3:30a-4a</td><td>\$1,875</td></tr> <tr><td>SU</td><td>4a-4:30a</td><td>\$1,750</td></tr> <tr><td>SU</td><td>4:30a-5a</td><td>\$1,750</td></tr> </table>	Daypart	Hours	Rate	F-SA	3a-3:30a	\$4,750	F-SA	3:30a-4a	\$2,500	F-SA	4a-4:30a	\$2,250	F-SA	4:30a-5a	\$2,250	SU	3a-3:30a	\$3,250	SU	3:30a-4a	\$1,875	SU	4a-4:30a	\$1,750	SU	4:30a-5a	\$1,750																					
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#### NOTES

1. All rates include a Free Infrastructure Review.
2. Clients must approve all final schedules prior to placement.
3. All network placement is subject to availability at the time of placement.
4. All placements after November 15 may be subject to potential rate increase of +25%.
5. All spots are subject to content approval by network/platform prior to placement.
6. NMS may require a different minimum number of spots per buy depending on the network.
7. Interested in a network not listed? Ask your consultant!

Rate Card Updated: 4/18/2025



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

[www.nationalmediaspots.com](http://www.nationalmediaspots.com)

[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)