



Cable TV - Rate Card #2: National Cable & Satellite Networks

AFRICAN AMERICAN NETWORKS

Subscriber HH's: varies by network, see below

Type: 30-Sec "ROS" Run Of Schedule

Rotation: varies by network, see below

Rate Card Updated: 4/16/2025






National Cable & Satellite Full Coverage Rates: (left side of rate card)

National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.

National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)


National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.

ASPiRE	Full Coverage Rates			Affiliate Break Rates		
	38 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-12n	\$175			
	M-F	12n-6p	\$238			
	M-F	6p-1a	\$288			
	M-F	1a-6a	\$188			
	SA-SU	6a-12n	\$238			
	SA-SU	12n-6p	\$300			
	SA-SU	6p-1a	\$363			
	SA-SU	1a-6a	\$200			
:30, :60 & :120 second spots available						
BET	Full Coverage Rates			Affiliate Break Rates		
	75 million HHs	Feed: DUAL		46 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$1,900	M-F	8a-1p	\$1,250
	M-F	3p-7p	\$2,875	M-F	1p-3p	\$1,875
	M-F	7p-12m	\$6,250	M-F	3p-6p	\$2,000
	M-SA	12m-3a	\$3,375	M-F	6p-8p	\$3,125
	SU	12m-1a	\$3,375	M-F	8p-11p	\$4,375
	M-SA	3a-4a	\$1,875	M-SA	11p-1a	\$2,750
	M-SU	4a-6a	\$1,250	M-SU	1a-3a	\$875
	SU	1a-6a	\$1,000	M-SU	3a-4a	\$625
	SA	7a-6p	\$3,300	SA	9a-6p	\$2,000
	SU	8a-6p	\$3,300	SU	9a-12n	\$2,125
	SA-SU	6p-12m	\$6,250	SU	12n-6p	\$2,063
:30, :60 second spots available				:30, :60 second spots available		
BETHer	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: DUAL		No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$175			
	M-F	10a-3p	\$450			
	M-F	3p-7p	\$450			
	M-F	7p-11p	\$800			
	M-F	11p-2a	\$500			
	M-F	2a-4a	\$175			
	M-F	4a-6a	\$125			
	SA-SU	6a-9a	\$163			
	SA-SU	9a-6p	\$350			
	SA-SU	6p-11p	\$625			
* formerly Centric	:30, :60 second spots available					

BET JAMS		Full Coverage Rates			Affiliate Break Rates						
 * formerly MTV Jams * Not Available in HD	35 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available							
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>								
	M-SU	6a-11a	\$75								
	M-SU	11a-4p	\$88								
	M-SU	4p-7p	\$100								
	M-SU	7p-12m	\$125								
	M-SU	1a-3a	\$75								
	M-SU	3a-6a	\$63								
	:30, :60 second spots available										
BET SOUL		Full Coverage Rates			Affiliate Break Rates						
 * formerly VH1 Soul * Not Available in HD	30 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available							
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>								
	M-SU	6a-11a	\$63								
	M-SU	11a-4p	\$75								
	M-SU	4p-7p	\$100								
	M-SU	7p-12m	\$150								
	M-SU	1a-3a	\$75								
	M-SU	3a-6a	\$50								
	:30, :60 second spots available										
BLACK NEWS		Full Coverage Rates			Affiliate Break Rates						
	48 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available							
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>								
	M-F	6a-10a	\$750								
	M-F	10a-5p	\$750								
	M-F	5p-7p	\$1,000								
	M-F	7p-11p	\$1,125								
	M-F	11p-12m	\$1,000								
	M-F	12m-2a	\$375								
	M-F	2a-6a	\$125								
	SA-SU	6a-12n	\$500								
	SA-SU	12n-12m	\$750								
	:30, :60, :90, :120 second spots available										
BOUNCE		Full Coverage Rates			Affiliate Break Rates						
	117 million HHs	Feed: SINGLE (EST)		27 million HHs							
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>				<u>Hours</u>	<u>Rate</u>		
	M-SU	6a-10a	\$1,250	M-SU				6a-10a	\$688		
	M-F	10a-3p	\$3,000	M-F				10a-3p	\$1,375		
	M-F	3p-7p	\$3,000	M-F				3p-7p	\$1,375		
	SA-SU	10a-7p	\$2,500	SA-SU				10a-7p	\$750		
	M-SU	7p-1a	\$2,500	M-SU				6p-1a	\$700		
	M-SU	1a-3a	\$1,250	M-SU				1a-3a	\$375		
	M-SU	3a-6a	\$500	M-SU				3a-6a	\$238		
	:30, :60, :90, :120 second spots available			:30, :60, :90, :120 second spots available							
	CLEO TV		Full Coverage Rates					Affiliate Break Rates			
		29 million HHs	Feed: SINGLE (EST)					No Affiliate Rates Available			
<u>Daypart</u>		<u>Hours</u>	<u>Rate</u>								
M-SU		6a-6p	\$55								
M-SU		6p-12m	\$70								
M-SU		12m-4a	\$38								
:15, :30, :60, :120 second spots available											

FUSE	Full Coverage Rates			Affiliate Break Rates				
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-SU	6a-9a	\$38					
	M-F	9a-3p	\$200					
	M-F	3p-6p	\$300					
	M-SU	6p-12m	\$350					
	M-SU	12m-4a	\$88					
	SA-SU	9a-6p	\$325					
	M-SU	4a-6a	\$25					
	:30, :60, :120 second spots available							
OWN	Full Coverage Rates			Affiliate Break Rates				
	71 million HHs	Feed: DUAL		33 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	SA-SU	6a-9a	\$1,900	M-SU			6a-9a	\$225
	M-F	9a-4p	\$2,175	M-F			9a-4p	\$450
	M-F	4p-8p	\$2,400	M-F			4p-8p	\$475
	M-SU	8p-12m	\$6,875	M-SU			8p-12m	\$575
	* w/late night mirror from 12m-4a			M-SU			12m-4a	\$238
	SA-SU	9a-8p	\$2,550	M-SU			4a-6a	\$163
				SA-SU			9a-8p	\$475
	:30, :60, :120 second spots available			:30, :60, :120 second spots available				
THE AFRICA CHANNEL	Full Coverage Rates			Affiliate Break Rates				
	12 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-SU	6a-12n	\$175					
	M-SU	12n-5p	\$250					
	M-SU	5p-8p	\$300					
	M-SU	8p-12m	\$350					
	M-SU	12m-4a	\$112					
	SA-SU	9a-7p	\$196					
TV ONE	Full Coverage Rates			Affiliate Break Rates				
	53 million HHs	Feed: SINGLE (EST)		28 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-F	6a-9a	\$625	M-SU			6a-4p	\$250
	M-F	9a-3p	\$850	M-SU			4p-7p	\$275
	M-F	3p-6p	\$1,375	M-SU			7p-12m	\$300
	M-SU	6p-12m	\$1,950	M-SU			12m-3a	\$138
	M-SU	12m-3a	\$875	M-SU			3a-6a	\$100
	M-SU	3a-4a	\$150					
	SA-SU	6a-6p	\$1,375					
	:15, :30, :60, :120 second spots available			:30, :60 second spots available				
UP	Full Coverage Rates			Affiliate Break Rates				
	70 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	7a-12n	\$1,750					
	M-F	12n-4p	\$2,000					
	M-F	4p-7p	\$2,250					
	M-F	7p-12m	\$2,463					
	M-F	12m-3a	\$1,275					
	M-F	3am-7am	\$688					
	SA-SU	7a-2p	\$1,850					
	SA-SU	2p-7p	\$2,200					
	SA-SU	7p-12m	\$2,463					
	SA-SU	12m-3a	\$1,275					
	SA-SU	3am-7am	\$688					
:30, :60 & :120 second spots available								

* formerly Gospel Music

WE	Full Coverage Rates			Affiliate Break Rates		
	77 million HHs	Feed: DUAL		23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	10a-2p	\$1,438	M-F	10a-2p	\$350
	M-F	2p-6p	\$1,938	M-F	2p-6p	\$450
	M-SU	6p-1a	\$4,875	M-SU	6p-1a	\$375
	M-SU	1a-5a	\$625	M-SU	1a-5a	\$100
	SA-SU	10a-6p	\$3,000	SA-SU	10a-6p	\$400
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		

NOTES

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3. All rates include a Free Infrastructure Review.
4. Clients must approve all final schedules prior to placement.
5. All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time. Fixed time slots and specific tv shows are available by custom quote.
6. All network placement is subject to availability at the time of placement.
7. All placements after November 15 may be subject to potential rate increase of +25%.
8. All rates subject to change without written or published notice.
9. Rates listed above are for 30-sec spots. 60-sec spots are usually double the cost of 30-sec spots but some exceptions may apply. 15-sec spots must be custom quoted, are not necessarily half the cost of 30-sec spots and are subject to being "piggybacked" and/or "bookended" at any time by the network.
10. Live sporting events are not included in pricing however custom quotes are available upon request.



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