

Cable TV - Rate Card #2: National Cable & Satellite Networks KID'S 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.

AMGTV	Full Coverage Rates			Affiliate Break Rates			
	50 million HHs Feed: SINGLE (EST)						
	Daypart	<u>Hours</u>	Rate				
	M-F	6a-9a	\$50	No Affiliate Rates Available			
	M-F	9a-4p	\$75				
	M-F	4p-8p	\$100				
	M-SU	8p-11p	\$125				
	M-SU	11p-2a	\$75				
	M-SU	2a-6a	\$50				
	SA-SU	9a-8p	\$100				
	:30, :60, :120 sec spot	s available					
ANIMAL PLANET	Full Coverage Rates			Affiliate Break Rates	5		
	70 million HHs	Feed	DUAL	21 million HHs			
	<b>Daypart</b>	<u>Hours</u>	Rate	Daypart	<u>Hours</u>	<u>Rate</u>	
	M-SU	6a-9a	\$1,500	M-SU	6a-9a	\$250	
animal planet	M-F	9a-4p	\$3,000	M-F	9a-4p	\$438	
annarplanet	M-F	4p-8p	\$4,000	M-F	4p-8p	\$500	
	M-SU	8p-12m	\$10,000	M-SU	8p-12m	\$875	
	* w/late night min			M-SU 12m-4a		\$250	
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$125	
	SA-SU	9a-8p	\$5,000	SA-SU	9a-8p	\$450	
	Full Coverage Rates			:30, :60 second spots available			
BOOMERANG				Affiliate Break Rates			
	10 million HHs		DUAL	2 million HHs			
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
	M-SU	6a-10a	\$250	M-SU	6a-10a	\$38	
CON GAN	M-SU	10a-4p	\$375	M-SU	10a-4p	\$50	
- <b>M</b> EII.	M-SU	4р-7р	\$500	M-SU	4р-7р	\$75	
	M-SU	7p-12m	\$375	M-SU	7p-12m	\$100	
	M-SU	12m-3a	\$125	M-SU	12m-6a	\$25	
	M-SU	3a-6a	\$63				
	:30, :60, :90, :120 second spots available						
CARTOON	Full Coverage Rates			Affiliate Break Rates	5		
	15 million HHs		DUAL	2 million HHs	<b>_</b>		
	Daypart	Hours	Rate	<u>Daypart</u>	Hours	Rate	
	M-SU	6a-5p	\$1,500	M-SU	6a-5p	\$375	
CARTOON NETWORK	:15, :30, :60, :90, :120	second spots	available	:15, :30, :60 second sp	ots available		
	.120, .30, .00, .30, .120	second spots	avaliable	,,, second sp	ous avaiidule		

DISCOVERY	Full Coverage Rates			Affiliate Break Rat	es		
••	69 million HHs	Feed	: DUAL	11 million HHs			
Discovery	Daypart	<u>Hours</u>	<u>Rate</u>	Daypart Daypart	Hours	<u>Rate</u>	
	M-SU	6a-9a	\$2,125	M-SU	6a-9a	\$188	
	M-F	9a-4p	\$3,500	M-F	9a-4p	\$375	
	M-F	4p-8p	\$3,900	M-F	4p-8p	\$438	
	M-SU *	 8p-12m	\$10,400	M-SU	8p-12m	\$1,125	
	* w/late night mir	•		M-SU	12m-4a	\$313	
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$150	
	SA-SU	9a-8p	\$3,900	SA-SU	9a-8p	\$625	
		•				<b>3025</b>	
	:15, :30, :60, :120 seco		lable	:15, :30, :60 second spots available			
DISCOVERY FAMILY	Full Coverage Rates			Affiliate Break Rates			
Siscovery	27 million HHs		NGLE (EST)	8 million HHs			
Family	Daypart	<u>Hours</u>	<u>Rate</u>	Daypart	<u>Hours</u>	Rate	
I Childrey	M-F	6a-9a	\$63	M-F	6a-9a	\$63	
_	M-F	9a-5p	\$113	M-F	9a-5p	\$88	
	M-F	5p-7p	\$225	M-F	5p-7p	\$125	
	M-SU	 7p-12m	\$313	M-SU	7p-12m	\$188	
	M-SU	12m-6a	\$25	M-SU	12m-6a	\$50	
	SA-SU	6a-7p	\$188	SA-SU	6a-7p	\$163	
* farma anti- Diagona winte		•				\$102	
* formerly Discovery Kids	:30, :60, :120 second s	-		:30, :60 second spots			
DISNEY	Full Coverage Rates			Affiliate Break Rat	es		
THENT IN	Sponsor	programs on	ly!	Sponso	r programs on	ıly!	
JIBINED	Contact your consu	ltant for cust	om quotes!	Contact your cor	sultant for cust	tom quotes!	
CHANNEL			•			•	
DISNEY JUNIOR	Full Coverage Rates			Affiliate Break Rat	<b>P</b> C		
	run coverage nates				65		
	Sponsor programs only!						
	Enoncon I		6.4	<u>Chance</u>	-		
		-	-		r programs on	-	
Disnep	Sponsor   Contact your consu	-	-	Sponso Contact your cor		-	
	Contact your const	iltant for cust	-	Contact your cor	nsultant for cust	-	
DISNEP XD	Contact your const Full Coverage Rates	iltant for cust	om quotes!		nsultant for cust	-	
DISNEY XD	Contact your const Full Coverage Rates 44 million HHs	Iltant for cust	om quotes! NGLE (EST)	Contact your cor	nsultant for cust	-	
	Contact your const Full Coverage Rates 44 million HHs Daypart	Itant for cust Feed: SII Hours	om quotes! NGLE (EST) <u>Rate</u>	Contact your cor	nsultant for cust	-	
DISNEY XD	Contact your const Full Coverage Rates 44 million HHs Daypart M-SU	Feed: Sil Hours 6a-9a	om quotes! NGLE (EST) Rate \$400	Contact your cor	nsultant for cust	-	
DISNEY XD	Contact your const Full Coverage Rates 44 million HHs Daypart M-SU M-SU	Feed: Sil Hours 6a-9a 9a-2p	om quotes! NGLE (EST) <u>Rate</u> \$400 \$500	Contact your cor	nsultant for cust	-	
DISNEY XD	Contact your const Full Coverage Rates 44 million HHs Daypart M-SU	Feed: Sil Hours 6a-9a	om quotes! NGLE (EST) Rate \$400	Contact your cor	nsultant for cust	-	
DISNEY XD	Contact your const Full Coverage Rates 44 million HHs Daypart M-SU M-SU	Feed: Sil Hours 6a-9a 9a-2p	om quotes! NGLE (EST) <u>Rate</u> \$400 \$500	Contact your cor Affiliate Break Rat	nsultant for cust	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU	Feed: SII Hours 6a-9a 9a-2p 2p-5p	om quotes! NGLE (EST) Rate \$400 \$500 \$625	Contact your cor Affiliate Break Rat	es	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788	Contact your cor Affiliate Break Rat	es	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU	Feed: SII Fours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113	Contact your cor Affiliate Break Rat	es	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-F M-SU M-SU M-SU M-SU M-SU	Feed: SII Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75	Contact your cor Affiliate Break Rat	es	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-F M-SU M-SU M-SU M-SU M-SU SA-SU	Feed: SII Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900	Contact your cor Affiliate Break Rat	es	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU M-SU SA-SU :30, :60, :120 second s	Feed: SII           Hours           6a-9a           9a-2p           2p-5p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           sports available	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available	om quotes! NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900	Contact your cor Affiliate Break Rat	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-F M-SU M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs	Feed: SII           Hours           6a-9a           9a-2p           2p-5p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           sports available           Feed: SII	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 NGLE (EST)	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours	om quotes!         NGLE (EST)         Rate         \$400         \$500         \$625         \$675         \$788         \$113         \$75         \$900         NGLE (EST)         NGLE (EST)	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours 6a-9a	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 NGLE (EST) Rate \$250	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours 6a-9a 9a-4p	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 S NGLE (EST) Rate \$250 \$550	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours 6a-9a	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 NGLE (EST) Rate \$250	Contact your cor Affiliate Break Rat No Affilia	es es ate Rates Avai	tom quotes!	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours 6a-9a 9a-4p	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 S NGLE (EST) Rate \$250 \$550	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es es ate Rates Avai	lable	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F M-F	Feed: SII Hours 6a-9a 9a-2p 2p-5p 5p-7p 7p-12m 12m-2a 2a-6a 9a-7p spots available Feed: SII Hours 6a-9a 9a-9a 9a-4p 3p-7p	MGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 \$900 MGLE (EST) Rate \$250 \$550 \$863	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es	lable	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F M-SU M-F M-SU M-F M-SU M-F	Feed: SII           Hours           6a-9a           9a-2p           2p-5p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           spots available           Hours           6a-9a           9a-7p           spots available           Jones           9a-7p           3p-7p           9a-4p           3p-7p           7p-12m	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 S NGLE (EST) Rate \$250 \$550 \$863 \$975 \$225	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es	lable	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F M-F M-F M-F M-SU M-SU M-SU M-SU	Feed: SII           Hours           6a-9a           9a-2p           2p-5p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           spots available           Hours           6a-9a           9a-7p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           5pots available           Hours           6a-9a           9a-7p           7p-12m           12m-2a           2a-6a	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 NGLE (EST) NGLE (EST) Rate \$250 \$550 \$863 \$975 \$225 \$163	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es	lable	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F M-F M-F M-F M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Feed: SII           Hours           6a-9a           9a-2p           2p-5p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           spots available           Hours           6a-9a           9a-7p           5p-7p           7p-12m           12m-2a           2a-6a           9a-7p           5pots available           Hours           6a-9a           9a-7p           7p-12m           12m-2a           2a-6a           9a-4p           3p-7p           7p-12m           12m-2a           2a-6a           9a-3p	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 \$900 NGLE (EST) NGLE (EST) NGLE (EST) Rate \$250 \$550 \$863 \$975 \$225 \$163 \$625	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es	lable	
DISNEY XD	Contact your consu Full Coverage Rates 44 million HHs Daypart M-SU M-SU M-SU M-F M-SU M-SU SA-SU :30, :60, :120 second s Full Coverage Rates 50 million HHs Daypart M-SU M-F M-F M-F M-F M-SU M-SU M-SU M-SU	Feed: SII         Hours         6a-9a         9a-2p         2p-5p         5p-7p         7p-12m         12m-2a         2a-6a         9a-7p         spots available         Hours         6a-9a         9a-7p         spots available         Teed: SII         Hours         6a-9a         9a-7p         spots available         Teed: SII         Hours         6a-9a         9a-7p         2a-6a         9a-4p         3p-7p         7p-12m         12m-2a         2a-6a         9a-3p         3p-7p	NGLE (EST) Rate \$400 \$500 \$625 \$675 \$788 \$113 \$75 \$900 \$900 NGLE (EST) NGLE (EST) NGLE (EST) Rate \$250 \$550 \$863 \$975 \$225 \$163 \$625 \$700	Contact your cor Affiliate Break Rat No Affilia Affiliate Break Rat	es	lable	

FREEFORM	Full Coverage Rates			Affiliate Break Rates			
-	58 million HHs	Feed	: DUAL	29 million HHs			
Freeform	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	7a-6p	\$3,375	M-F	7a-6p	\$325	
	M-SU	6p-12m	\$11,250	M-SU	6p-12m	\$375	
	M-SU	12m-2a	\$4,000	M-SU	12m-2a	\$275	
	SA-SU	7a-6p	\$9,000	SA-SU	7a-6p	\$350	
* formerly ABC Family	:15, :30, :60, :120 seco			:30, :60 second spots a		ÇÜĞÜ	
FUSE				Affiliate Break Rates			
FUSE	Full Coverage Rates 50 million HHs	Food: SI	NGLE (EST)	Anniale Dreak Rales			
		Hours	Rate				
fuse	<u>Daypart</u> M-SU	6a-9a	\$38				
	M-SO M-F		\$38 \$200				
	M-F	9a-3p 3p.6p	\$200 \$300	No Affiliate Rates Available			
		3p-6p					
	M-SU	6p-12m	\$350				
	M-SU	12m-4a	\$88				
	SA-SU	9a-6p	\$325				
	M-SU	4a-6a	\$25				
	:30, :60, :120 second s	pots available					
GAC FAMILY	Full Coverage Rates	<b>I</b> - • • •	/	Affiliate Break Rates	1		
Great American	52 million HHs		NGLE (EST)	11 million HHs			
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
Family	M-F	6a-2p	\$400	M-F	6a-2p	\$113	
0	M-F	2p-6a	\$625	M-F	2p-6a	\$188	
	M-F	6p-2a	\$688	M-F	6p-2a	\$200	
	SA-SU	6a-8p	\$625	SA-SU	6a-8p	\$175	
	SA-SU	8p-2a	\$713	SA-SU	8p-2a	\$225	
	M-SU	2a-6a	\$125	M-SU	2a-6a	\$25	
	:30, :60, :120 second s	pots available		:30, :60 second spots a	vailable		
					Affiliate Break Rates		
HALLMARK FAMILY	Full Coverage Rates			Affiliate Break Rates	_		
	Full Coverage Rates 41 million HHs	Feed: SI	NGLE (EST)	Affiliate Break Rates 1.2 million HHs			
HALLMARK FAMILY	41 million HHs Daypart	Feed: SII	NGLE (EST) <u>Rate</u>		Hours	Rate	
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F		<u>Rate</u> \$1,875	1.2 million HHs		<u>Rate</u> \$63	
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F M-F	Hours	<u>Rate</u> \$1,875 \$2,125	1.2 million HHs Daypart	<u>Hours</u>		
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F	<u>Hours</u> 6a-2p	<u>Rate</u> \$1,875	1.2 million HHs Daypart	<u>Hours</u>		
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F M-F	<u>Hours</u> 6a-2p 2p-6p	<u>Rate</u> \$1,875 \$2,125	1.2 million HHs Daypart	<u>Hours</u>		
HALLMARK FAMILY	41 million HHs Daypart M-F M-F SA-SU	<u>Hours</u> 6a-2p 2p-6p 6a-6p	<u>Rate</u> \$1,875 \$2,125 \$2,750	1.2 million HHs Daypart	<u>Hours</u>		
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F M-F SA-SU M-F	Hours 6a-2p 2p-6p 6a-6p 6p-1a	<u>Rate</u> \$1,875 \$2,125 \$2,750 \$2,500	1.2 million HHs Daypart	<u>Hours</u>		
HALLMARK FAMILY	41 million HHs <u>Daypart</u> M-F M-F SA-SU M-F SA-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 6p-1a 1a-6a	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000	1.2 million HHs Daypart	<u>Hours</u> 6a-6a		
HALLMARK FAMILY	41 million HHs Daypart M-F SA-SU M-F SA-SU M-F SA-SU M-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 6p-1a 1a-6a	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000	1.2 million HHs <u>Daypart</u> M-F	Hours 6a-6a vailable		
Family	41 million HHs <u>Daypart</u> M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a	Hours 6a-2p 2p-6p 6a-6p 6p-1a 6p-1a 1a-6a available	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000	<b>1.2 million HHs</b> <u>Daypart</u> M-F :30, :60 second spots a	Hours 6a-6a vailable		
Panily NATIONAL GEOGRAPHIC	41 million HHs <u>Daypart</u> M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates	Hours 6a-2p 2p-6p 6a-6p 6p-1a 6p-1a 1a-6a available	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500	<b>1.2 million HHs</b> <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates	Hours 6a-6a vailable		
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs Daypart M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs	Hours 6a-2p 2p-6p 6a-6p 6p-1a 6p-1a 1a-6a available Feed	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs	<u>Hours</u> 6a-6a vailable	\$63	
Panily NATIONAL GEOGRAPHIC	41 million HHs <u>Daypart</u> M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs <u>Daypart</u>	Hours           6a-2p           2p-6p           6a-1a           6p-1a           1a-6a           available           Hours	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs <u>Daypart</u>	Hours 6a-6a vailable Hours	\$63 <u>Rate</u>	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs <u>Daypart</u> M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs <u>Daypart</u> M-F	Hours           6a-2p           2p-6p           6a-1a           6p-1a           1a-6a           available           Feed           Hours           9a-3p	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs <u>Daypart</u> M-F	Hours 6a-6a vailable <u>Hours</u> 9a-3p	\$63 <u>Rate</u> \$250	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs <u>Daypart</u> M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs <u>Daypart</u> M-F M-F	Hours           6a-2p           2p-6p           6a-1a           6p-1a           1a-6a           available           Feed           Hours           9a-3p           3p-6p	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs <u>Daypart</u> M-F M-F	Hours 6a-6a vailable Hours 9a-3p 3p-6p	\$63 <u>Rate</u> \$250 \$313	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs Daypart M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Feed Hours 9a-3p 3p-6p 6p-12m	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500             DUAL           Rate           \$875           \$2,000           \$3,750	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs <u>Daypart</u> M-F M-F M-F M-SU	Hours 6a-6a vailable Hours 9a-3p 3p-6p 6p-12m	\$63 <u>Rate</u> \$250 \$313 \$438	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs Daypart M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500 <b>BUAL</b> Rate           \$875           \$2,000           \$3,750           \$2,000	1.2 million HHs <u>Daypart</u> M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs <u>Daypart</u> M-F M-F M-SU M-SU M-SU	Hours 6a-6a vailable Hours 9a-3p 3p-6p 6p-12m 12m-3a	\$63 <u>Rate</u> \$250 \$313 \$438 \$250	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs Daypart M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500 <b>EDUAL</b> Rate           \$875           \$2,000           \$3,750           \$2,000           \$663	1.2 million HHs Daypart M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU M-SU	Hours           6a-6a           wailable           Hours           9a-3p           3p-6p           6p-12m           12m-3a           3a-6a           9a-6p	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63	
NATIONAL GEOGRAPHIC NATIONAL	41 million HHs Daypart M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500 <b>EDUAL</b> Rate           \$875           \$2,000           \$3,750           \$2,000           \$663	1.2 million HHs Daypart M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU SA-SU	Hours 6a-6a vailable Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU SA-SU	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available	Rate           \$1,875           \$2,125           \$2,750           \$2,500           \$3,000           \$500 <b>EDUAL</b> Rate           \$875           \$2,000           \$3,750           \$2,000           \$663	1.2 million HHs Daypart M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	Hours 6a-6a vailable Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p available	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>EDUAL</b> Rate         \$875         \$2,000         \$3,750         \$2,000         \$663         \$2,250	1.2 million HHs Daypart M-F :30, :60 second spots a Affiliate Break Rates 14 million HHs Daypart M-F M-F M-F M-SU M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates	Hours 6a-6a vailable Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs	Hours 6a-2p 2p-6p 6a-6p 6p-1a 1a-6a available Hours 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p 9a-6p available Feed	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>DUAL</b> Rate         \$875         \$2,000         \$3,750         \$2,000         \$663         \$2,250	1.2 million HHs Daypart M-F 30, :60 second spots a Affiliate Break Rates 14 million HHs Daypart M-F M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a Affiliate Break Rates 40 million HHs	Hours 6a-6a vailable <u>Hours</u> 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable <u>Hours</u>	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63 \$375 <u>Rate</u>	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU	Hours         6a-2p         2p-6p         6a-1a         6p-1a         1a-6a         available         Feed         Hours         9a-3p         3p-6p         6p-12m         12m-3a         3a-6a         9a-6p         6p-3wailable	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>Bate</b> \$875 \$2,000 \$3,750 \$2,000 \$663 \$2,250 <b>EDUAL Bate</b> \$663 \$2,250	1.2 million HHs         Daypart         M-F         30, :60 second spots a         Affiliate Break Rates         14 million HHs         Daypart         M-F         M-F         M-SU         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         40 million HHs         Daypart	Hours 6a-6a vailable <u>Hours</u> 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63 \$375	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs	Hours           6a-2p           2p-6p           6a-1a           6p-1a           1a-6a           available           Hours           9a-3p           3p-6p           6p-12m           12m-3a           3a-6a           9a-3p           Ge-6p           6p-12m           12m-3a           3a-6a           9a-6p           6a-9p           6a-9p           6a-9p           6a-9p           6a-9p           6a-2p	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>DUAL</b> Rate         \$875         \$2,000         \$3,750         \$2,000         \$663         \$2,250 <b>EDUAL</b>	1.2 million HHs         Daypart         M-F         30, :60 second spots a         Affiliate Break Rates         14 million HHs         Daypart         M-F         M-F         M-SU         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         40 million HHs         Daypart	Hours 6a-6a vailable <u>Hours</u> 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable <u>Hours</u>	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63 \$375 <u>Rate</u>	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs Daypart M-SU SA-SU :30, :60 second spots a	Hours         6a-2p         2p-6p         6a-6p         6p-1a         1a-6a         available         Hours         9a-3p         3p-6p         6p-12m         12m-3a         3a-6a         9a-3p         3p-6p         6p-12m         12m-3a         3a-6a         9a-3p         3a-6a         9a-3p         3a-6a         9a-3p         3a-6a         9a-2p	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>BUAL</b> Rate         \$875         \$2,000         \$3,750         \$2,000         \$663         \$2,250 <b>EDUAL</b>	1.2 million HHs         Daypart         M-F         30, :60 second spots a         Affiliate Break Rates         14 million HHs         Daypart         M-F         M-F         M-SU         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         40 million HHs         Daypart	Hours 6a-6a vailable <u>Hours</u> 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable <u>Hours</u>	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63 \$375 <u>Rate</u>	
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC NICKELODEON	41 million HHs Daypart M-F M-F SA-SU M-F SA-SU M-SU :30, :60 second spots a Full Coverage Rates 71 million HHs Daypart M-F M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 83 million HHs	Hours           6a-2p           2p-6p           6a-6p           6p-1a           1a-6a           available           Hours           9a-3p           3p-6p           6p-12m           12m-3a           3a-6a           9a-6p           6a-6p           6a-2p           available	Rate         \$1,875         \$2,125         \$2,750         \$2,500         \$3,000         \$500 <b>DUAL</b> Rate         \$875         \$2,000         \$3,750         \$2,000         \$663         \$2,250 <b>EDUAL</b>	1.2 million HHs         Daypart         M-F         30, :60 second spots a         Affiliate Break Rates         14 million HHs         Daypart         M-F         M-F         M-SU         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         M-SU         SA-SU         :30, :60 second spots a         Affiliate Break Rates         40 million HHs         Daypart	Hours 6a-6a vailable <u>Hours</u> 9a-3p 3p-6p 6p-12m 12m-3a 3a-6a 9a-6p vailable Hours 6a-10p	\$63 <u>Rate</u> \$250 \$313 \$438 \$250 \$63 \$375 <u>Rate</u>	

NICK JR	Full Coverage Rates			Affiliate Break Rates		
	75 million HHs	Fee	d: DUAL			
<b>NICKJ</b> Ľ.	Daypart	Hours	Rate	No Affiliato Datas Availabla		
	M-SU	6a-2a	\$1,125	No Affiliate Rates Available		
* Not Available in HD	:30, :60 second spots a	vailable				
NICK TOONS	Full Coverage Rates			Affiliate Break Rates		
•	54 million HHs	Fee	d: DUAL			
<b>NICKTOONS</b>	Daypart	Hours	Rate			
	M-F	6a-12m	\$625	No Affiliate Rates Available		
	SA-SU	9a-12m	\$750			
* Not Available in HD	:30, :60 second spots a	vailable	·			
PBS	Full Coverage Rates			Affiliate Break Rates		
	Sponsor p	orograms or	nly!	Sponsor programs only!		
	Contact your consul	-	-	Contact your consultant for custom quotes!		
	·····,··· ···· ···· ···· ····					
PBS KIDS	Full Coverage Rates			Affiliate Break Rates		
PBS	Sponsor programs only!			Sponsor programs only!		
KIDS	Contact your consultant for custom quotes!			Contact your consultant for custom quotes!		
POSTIV	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs		SINGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	Rate			
POSI	M-F	6a-9a	\$60			
	M-F	9a-4p	\$85			
	M-F	4p-8p	\$110	No Affiliate Rates Available		
	M-SU	8p-12m	\$125			
	M-SU	12m-4a	\$45			
	M-SU	4a-6a	\$20			
	SA-SU 6a-8p \$85					
	:30, :60, :120 second s	ond spots available				
ROAR	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs		d: DUAL			
ROAR	<u>Daypart</u>	<u>Hours</u>	Rate			
	M-F	9a-5p	\$250			
	M-F	5p-12m	\$250	No Affiliate Rates Available		
	M-SU	12m-5a	\$100			
	SA-SU	10a-5p	\$250			
	SA-SU	5p-12m	\$250			
	:30, :60, :120 second spots available					
TEEN NICK	Full Coverage Rates	Гео		Affiliate Break Rates		
теелліск	56 million HHs		d: DUAL			
	Daypart M SU	Hours	<u>Rate</u>			
	M-SU	6a-9p 9p-12m	\$875 \$1.000	No Affiliate Rates Available		
	M-SU	9p-12m	\$1,000 \$500	NU ATTITALE RALES AVAILADIE		
	M-SU M-SU	12m-3a 3a-6a	\$500 \$375			
			54/5			
* Not Available in HD	:30, :60, :120 second sp					

THE FAMILY	Full Coverage Rates			Affiliate Break Rates	
CHANNEL	41 million HHs	Feed: DUAL			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	SA	730a-9a	\$65		
THE	THE M-F 9a-4p \$62	No Affiliate Rates Available			
fam FAMILY CHANNEL	M-F	4p-7p \$68	No Annual Nates Available		
CHANNEL	M-SU	7p-11p	\$70		
	SA-SU	9a-7p	\$60		
	M-SU	6a-6a	\$65		
	:15,:30, :60, :120 secon	nd spots availab	le		

## <u>NOTES</u>

1. 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. 2. 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. 3. All rates include a <u>Free</u> 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.



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