



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

MEN'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.



A&E	Full Coverage Rates			Affiliate Break Rates		
	63 million HHs	Feed: DUAL		47 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$5,250	M-F	8a-4p	\$438
	M-F	4p-8p	\$7,650	M-F	4p-8p	\$563
	M-SU	8p-12a	\$14,950	M-SU	8p-12a	\$1,250
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	7a-12n	\$6,500	SA-SU	7a-12n	\$375
	SA-SU	12n-8p	\$6,205	SA-SU	12n-8p	\$563
	:30, :60 second spots available			:30, :60 second spots available		
Adult Swim	Full Coverage Rates			Affiliate Break Rates		
	20 million HHs	Feed: DUAL		3 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	5p-8p	\$1,560	M-SU	5p-8p	\$250
	M-SU	8p-12m	\$3,900	M-SU	8p-12m	\$1,250
	M-SU	12m-3a	\$3,400	M-SU	12m-3a	\$750
	M-SU	3a-6a	\$3,000	M-SU	3a-6a	\$375
	:30, :60, :90, :120 second spots available			:30, :60 second spots available		
AMC	Full Coverage Rates			Affiliate Break Rates		
	63 million HHs	Feed: DUAL		17 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-2p	\$1,625	M-F	9a-2p	\$350
	M-F	2p-6p	\$3,000	M-F	2p-6p	\$450
	M-SU	6p-1a	\$5,250	M-SU	6p-1a	\$525
	M-SU	1a-6a	\$450	M-SU	1a-6a	\$75
	SA-SU	6a-6p	\$3,375	SA-SU	6a-6p	\$450
	:15, :30, :60, :120 sec spots available			:30, :60 second spots available		
AMERICAN HEROES	Full Coverage Rates			Affiliate Break Rates		
	8.1 million HHs	Feed: SINGLE (EST)		4.7 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$425	M-SU	6a-9a	\$125
	M-F	9a-4p	\$625	M-F	9a-4p	\$200
	M-F	4p-8p	\$1,000	M-F	4p-8p	\$313
	M-SU *	8p-12m	\$1,375	M-SU	8p-12m	\$438
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$150
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$63
	SA-SU	9a-8p	\$875	SA-SU	9a-8p	\$238
	:30, :60, :120 second spots available			:30, :60 second spots available		

	Full Coverage Rates			Affiliate Break Rates			
	80 million HHs	Feed: DUAL		40 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	8a-11a	\$1,500	M-F	8a-11a	\$375	
	M-F	11a-3p	\$2,250	M-F	11a-3p	\$625	
	M-F	3p-6p	\$5,500	M-F	3p-6p	\$875	
	M-SU	6p-11p	\$9,563	M-SU	6p-11p	\$1,125	
	M-SU	11p-2a	\$10,200	M-SU	11p-2a	\$1,125	
	M-SU	2a-5a	\$500	M-SU	2a-5a	\$375	
	SA-SU	8a-12n	\$4,500	SA-SU	8a-12n	\$625	
SA-SU	12n-6p	\$8,750	SA-SU	12n-6p	\$875		
:30, :60 second spots available			:30, :60 second spots available				
	Full Coverage Rates			Affiliate Break Rates			
	20 million HHs	Feed: DUAL		2 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	6a-4p	\$150	M-F	6a-4p	\$38	
	M-F	4p-8p	\$175	M-F	4p-8p	\$50	
	M-SU	8p-12m	\$213	M-SU	8p-12m	\$63	
	M-SU	4a-6a	\$50	M-SU	4a-6a	\$13	
	SA-SU	6a-8p	\$163	SA-SU	6a-8p	\$50	
	:30, :60 second spots available			:30, :60 second spots available			
		Full Coverage Rates			Affiliate Break Rates		
69 million HHs		Feed: DUAL		11 million HHs			
Daypart		Hours	Rate	Daypart	Hours	Rate	
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 mirror from 12m-4a			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	
:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available				
	Full Coverage Rates			Affiliate Break Rates			
	72 million HHs	Feed: DUAL		14 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	7a-3p	\$1,500	M-F	7a-3p	\$313	
	M-F	3p-6p	\$6,000	M-F	3p-6p	\$363	
	M-SU	6p-11p	\$11,500	M-SU	6p-11p	\$500	
	M-SU	11p-2a	\$3,750	M-SU	11p-2a	\$313	
	SA-SU	7a-6p	\$5,500	SA-SU	7a-6p	\$500	
	M-SU	2a-6a	\$375				
	:30, :60 second spots available			:30, :60 second spots available			
	Full Coverage Rates			Affiliate Break Rates			
	32 million HHs	Feed: SINGLE (EST)		17 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-SU	3p-7p	\$563	M-SU	3p-7p	\$375	
	M-SU	7p-12m	\$1,500	M-SU	7p-12m	\$438	
	M-SU	12m-3a	\$688	M-SU	12m-3a	\$313	
	:30, :60 second spots available			:30, :60 second spots available			
		Full Coverage Rates			Affiliate Break Rates		
		57 million HHs	Feed: DUAL		26 million HHs		
		Daypart	Hours	Rate	Daypart	Hours	Rate
M-F		7a-3p	\$450	M-F	7a-3p	\$250	
M-F		3p-6p	\$2,250	M-F	3p-6p	\$288	
M-SU		6p-11p	\$5,625	M-SU	6p-11p	\$438	
M-SU		11p-2a	\$2,250	M-SU	11p-2a	\$188	
SA-SU		7a-6p	\$1,250	SA-SU	7a-6p	\$275	
M-SU		2a-6a	\$250				
:30, :60 second spots available			:30, :60 second spots available				

GRIT	Full Coverage Rates			Affiliate Break Rates		
	118 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-10a	\$1,250			
	M-F	10a-3p	\$2,250			
	M-F	3p-7p	\$2,000			
	SA-SU	10a-7p	\$1,988			
	M-SU	7p-1a	\$1,825			
	M-SU	1a-3a	\$688			
	M-SU	3a-6a	\$500			
	:30, :60 second spots available					
HEROES & ICONS	Full Coverage Rates			Affiliate Break Rates		
	59 million HHs		Feed: DUAL	No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-9a	\$375			
	M-F	9a-6p	\$1,250			
	M-SU	6p-12m	\$1,250			
	M-SU	12m-3a	\$250			
	M-SU	3a-6a	\$125			
	SA-SU	6a-9a	\$250			
	SA-SU	9a-6p	\$1,250			
	:30, :60 second spots available					
HISTORY	Full Coverage Rates			Affiliate Break Rates		
	86 million HHs		Feed: DUAL	25 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	8a-4p	\$4,500	M-F	8a-4p	\$625
	M-F	4p-8p	\$11,250	M-F	4p-8p	\$875
	M-F	7a-8a	\$750	M-F	7a-8a	\$125
	M-SU	8p-12m	\$17,550	M-SU	8p-12m	\$1,625
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	7a-12n	\$8,500	SA-SU	7a-12n	\$750
	SA-SU	12n-8p	\$9,563	SA-SU	12n-8p	\$875
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
IFC	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs		Feed: DUAL	35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-2p	\$625	M-F	6a-2p	\$225
	M-F	2p-6p	\$1,125	M-F	2p-6p	\$300
	M-SU	6p-1a	\$2,375	M-SU	6p-1a	\$438
	M-SU	1a-6a	\$175	M-SU	1a-6a	\$88
	M-SU	3a-6a	\$175	M-SU	3a-6a	\$113
	SA-SU	6a-6p	\$1,500	M-SU	6a-6p	\$313
	:15, :30, :60, :120 second spots available			:30, :60 second spots available		
	INVESTIGATION DISCOVERY	Full Coverage Rates			Affiliate Break Rates	
	70 million HHs		Feed: DUAL	35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$4,000	M-SU	6a-9a	\$250
	M-F	9a-4p	\$2,500	M-F	9a-4p	\$500
	M-F	4p-8p	\$5,000	M-F	4p-8p	\$750
	M-SU *	8p-12m	\$12,500	M-SU	8p-12m	\$1,000
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$188
	M-SU	4a-6a	\$1,000	M-SU	4a-6a	\$125
	SA-SU	9a-8p	\$5,750	SA-SU	9a-8p	\$438
	:30, :60, :120 second spots available			:30, :60 second spots available		

MILITARY HISTORY		Full Coverage Rates		Affiliate Break Rates		
	10 million HHs	Feed: SINGLE (EST)		1 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$88	M-F	8a-8p	\$25
	M-F	4p-8p	\$100	M-SU	8p-12m	\$25
	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25
	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13
	M-SU	4a-6a	\$100			
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available		
NATIONAL GEOGRAPHIC		Full Coverage Rates		Affiliate Break Rates		
	71 million HHs	Feed: DUAL		14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-3p	\$875	M-F	9a-3p	\$250
	M-F	3p-6p	\$2,000	M-F	3p-6p	\$313
	M-SU	6p-12m	\$3,750	M-SU	6p-12m	\$438
	M-SU	12m-3a	\$2,000	M-SU	12m-3a	\$250
	M-SU	3a-6a	\$663	M-SU	3a-6a	\$63
	SA-SU	9a-6p	\$2,250	SA-SU	9a-6p	\$375
	:30, :60 second spots available			:30, :60 second spots available		
NATIONAL GEOGRAPHIC WILD		Full Coverage Rates		Affiliate Break Rates		
	36 million HHs	Feed: SINGLE (EST)		12 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$300	M-F	7a-3p	\$250
	M-F	3p-7p	\$538	M-F	3p-7p	\$375
	M-SU	7p-12m	\$1,188	M-SU	7p-12m	\$313
	M-SU	12m-3a	\$588	M-SU	12m-3a	\$200
	SA-SU	7a-7p	\$825	SA-SU	7a-7p	\$288
	:30, :60 second spots available			:30, :60 second spots available		
PARAMOUNT		Full Coverage Rates		Affiliate Break Rates		
	75 million HHs	Feed: DUAL		40 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-3p	\$2,125	M-SU	6a-9a	\$125
	M-F	3p-7p	\$5,000	M-F	9a-3p	\$375
	M-SU	7p-12m	\$10,500	M-F	3p-7p	\$625
	M-SU	12m-4a	\$2,500	M-SU	7p-12m	\$875
	SA-SU	9a-7p	\$5,500	M-SU	12m-4a	\$188
				SA-SU	9a-7p	\$625
				M-SU	4a-9a	\$125
* formerly Spike	:30, :60, :120 second spots available			:30, :60, :120 second spots available		
SCIENCE		Full Coverage Rates		Affiliate Break Rates		
	57 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-SU	6a-9a	\$625	M-SU	6a-9a	\$100
	M-F	9a-4p	\$1,375	M-SU	9a-4p	\$325
	M-F	4p-8p	\$3,000	M-F	4p-8p	\$413
	M-SU *	8p-12m	\$4,000	M-SU	8p-12m	\$713
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$250
	M-SU	4a-6a	\$125	M-SU	4a-6a	\$38
	SA-SU	9a-8p	\$3,000	SA-SU	9a-8p	\$413
	:30, :60, :120 second spots available			:30, :60 second spots available		

SMITHSONIAN	Full Coverage Rates			Affiliate Break Rates		
	25 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-Su	6a-9a	\$88			
	M-F	9a-4p	\$163			
	M-F	4p-8p	\$213			
	M-Su	8p-11p	\$300			
	M-Su	11p-2a	\$188			
	M-Su	2a-6a	\$50			
	SA-SU	9a-8p	\$188			
	:30, :60, :120 second spots available					
SYFY	Full Coverage Rates			Affiliate Break Rates		
	52 million HHs	Feed: DUAL		15 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-3p	\$2,000	M-F	6a-3p	\$150
	M-F	3p-7p	\$4,000	M-F	3p-7p	\$200
	M-SU	7p-12m	\$7,500	M-SU	7p-12m	\$300
	M-SU	12m-3a	\$4,500	M-SU	12m-3a	\$100
	SA-SU	8a-7p	\$5,000	SA-SU	8a-7p	\$225
	M-SU	3a-6a	\$375	M-SU	3a-6a	\$50
	:30, :60, :120 second spots available			:30, :60, :120 second spots available		
	TBS	Full Coverage Rates			Affiliate Break Rates	
	87 million HHs	Feed: DUAL		15 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-3p	\$5,000	M-SU	6a-7p	\$1,000
	SA-SU	6a-3p	\$6,906	M-SU	7p-12m	\$1,750
	M-SU	3p-6p	\$7,438	M-SU	12m-6a	\$375
	M-SU	6p-12m	\$11,200			
	M-SU	12m-3a	\$3,500			
	M-SU	3a-6a	\$750			
	:30 second spots available			:30 second spots available		
	TNT	Full Coverage Rates			Affiliate Break Rates	
	86 million HHs	Feed: DUAL		10 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-3p	\$3,000	M-SU	6a-7p	\$750
	M-SU	3p-6p	\$4,250	M-SU	7p-12m	\$1,625
	M-SU	6p-12m	\$5,600	M-SU	12m-6a	\$375
	M-SU	12m-3a	\$2,000			
	M-SU	3a-6a	\$438			
	SA-SU	6a-3p	\$5,000			
	:30, :60, :90 & :120 second spots available			:30, :60, :90 & :120 second spots available		
	TRAVEL	Full Coverage Rates			Affiliate Break Rates	
	76 million HHs	Feed: DUAL		15 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138
	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450
	M-F	3p-6p	\$2,500	M-F	3p-6p	\$125
	M-F	6p-8p	\$2,750	M-F	6p-8p	\$713
	M-SU	8p-12m *	\$6,750	M-SU	8p-12m *	\$750
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
	SA-SU	7a-8p	\$3,500	SA-SU	7a-8p	\$600
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available		

TRU TV	Full Coverage Rates			Affiliate Break Rates		
	82 million HHs	Feed: DUAL		14 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	730a-11a	\$750	M-F	730a-11a	\$188
	M-F	11a-3p	\$1,250	M-F	11a-3p	\$250
	M-F	3p-8p	\$3,000	M-F	3p-8p	\$375
	M-SU *	8p-12a	\$4,900	M-SU *	8p-12a	\$625
	* w/late night mirror from 12a-4a			* w/late night mirror from 12a-4a		
	F-SA	4a-6a	\$188	F-SA	4a-6a	\$75
	SA-SU	6a-8p	\$3,000	SA-SU	6a-8p	\$375
	:30, :60, :90 & :120 second spots available			:30, :60, :120 second spots available		
VICETV	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs	Feed: DUAL		35 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-4p	\$500	M-F	8a-4p	\$50
	M-F	4p-7p	\$938	M-F	4p-7p	\$75
	M-SU	7p-12m	\$1,938	M-SU	7p-12m	\$100
	M-SU *	12m-3a	\$1,875	M-SU *	12m-3a	\$25
	* w/late night mirror from 3a-6a			* w/late night mirror from 3a-6a		
	SA-SU	6a-7p	\$875	SA-SU	6a-7p	\$50
	:30, :60 second spots available			:30, :60 second spots available		
	* formerly Viceland					

NOTES

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 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.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

www.nationalmediaspots.com

media@nationalmediaspots.com