

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			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	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 mirr	or from 12m-4	a	* w/late night mirr	or 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	;		
F11111	20 million HHs	Feed:	DUAL	3 million HHs			
[adult swim]	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	Hours	<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 seco	ond spots availa	able	:30, :60 second spots	available		
AMC	Full Coverage Rates			Affiliate Break Rates	•		
	63 million HHs	Feed:	DUAL	17 million HHs			
amc	<u>Daypart</u>	<u>Hours</u>	Rate	<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: SIN		4.7 million HHs		D-4-	
	<u>Daypart</u> M-SU	<u>Hours</u> 6a-9a	<u>Rate</u>	<u>Daypart</u> M-SU	Hours 6a-9a	Rate	
	M-F		\$425 \$625	M-F	ба-9а 9а-4р	\$125 \$200	
AMERICAN HEROES	M-F	9a-4p 4p-8p	\$1,000	M-F	9а-4р 4р-8р	\$313	
CHANNEL	M-SU *	4р-ор 8р-12m	\$1,000 \$1,375	M-SU	4р-ор 8р-12m	\$438	
	* w/late night mirr	•		M-SU	12m-4a	\$450 \$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 s	•	7575	:30, :60 second spots a	•	Ψ 2 30	
	.50, .00, .120 Sccolid 3	ocis avanable		1.50, .00 accord apols a	· vanabic		

COMEDY CENTRAL	Full Coverage Rates			Affiliate Break Rates			
	80 million HHs	Fee	d: DUAL	40 million HHs			
COMEDY	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
CENTRAL	M-F	8a-11a	\$1,500	M-F	8a-11a	\$375	
	M-F	11a-3p	\$2,250	M-F	11a-3p	\$625	
	M-F	3р-6р	\$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 a	vailable		:30, :60 second spots a	available		
CRIME &	Full Coverage Rates			Affiliate Break Rates	;		
INVESTIGATION	20 million HHs	Fee	d: DUAL	2 million HHs			
ODIME	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Daypart	<u>Hours</u>	<u>Rate</u>	
CRIME	M-F	6a-4p	\$150	M-F	6a-4p	\$38	
CRIME+ INVESTI	M-F	4p-8p	\$175	M-F	4p-8p	\$50	
HANESII	M-SU	8p-12m	\$213	M-SU	8p-12m	\$63	
GATION	M-SU	4a-6a	\$50	M-SU	4a-6a	\$13	
02 11 10 11	SA-SU	6a-8p	\$163	SA-SU	6a-8p	\$50	
	:30, :60 second spots a	vailable		:30, :60 second spots a	vailable		
DISCOVERY	Full Coverage Rates			Affiliate Break Rates	;		
	69 million HHs	Fee	d: DUAL	11 million HHs			
Discovery	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<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 mirr	or from 12m	n-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 seco	nd spots ava	ilable	:15, :30, :60 second sp	ots available		
FX	Full Coverage Rates			Affiliate Break Rates	;		
	72 million HHs	Fee	d: DUAL	14 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	7a-3p	\$1,500	M-F	7a-3p	\$313	
FX	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				
- 27.2.2.1	:30, :60 second spots a	ivaliable		:30, :60 second spots available			
FX Movie	Full Coverage Rates			Affiliate Break Rates			
	32 million HHs		INGLE (EST)	17 million HHs	<u>.</u>	_	
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate	
	M-SU	3p-7p	\$563	M-SU	3p-7p	\$375	
			4				
	M-SU	7p-12m	\$1,500	M-SU	7p-12m	\$438	
FX MOVIE CHANNEL	M-SU M-SU	7p-12m 12m-3a	\$1,500 \$688	M-SU	12m-3a	\$438 \$313	
753A4943 19324 BOARDURING FOR 131 - 1800 AND 180	M-SU M-SU :30, :60 second spots a	7p-12m 12m-3a		M-SU :30, :60 second spots a	12m-3a available		
FX MOVIE CHANNEL	M-SU M-SU :30, :60 second spots a Full Coverage Rates	7p-12m 12m-3a vailable	\$688	M-SU :30, :60 second spots a Affiliate Break Rates	12m-3a available		
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs	7p-12m 12m-3a vailable	\$688 d: DUAL	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs	12m-3a available	\$313	
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart	7p-12m 12m-3a vailable Fee Hours	\$688 d: DUAL Rate	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart	12m-3a available 6 Hours	\$313 <u>Rate</u>	
753A4943 19324 BOARDURING FOR 131 - 1800 AND 180	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F	7p-12m 12m-3a vailable Fee Hours 7a-3p	\$688 d: DUAL Rate \$450	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F	12m-3a available 6 Hours 7a-3p	\$313 <u>Rate</u> \$250	
753A4943 19324 BOARDURING FOR 131 - 1800 AND 180	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F M-F	7p-12m 12m-3a vailable Fee Hours 7a-3p 3p-6p	\$688 d: DUAL Rate \$450 \$2,250	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F M-F	12m-3a available 6 Hours 7a-3p 3p-6p	\$313 Rate \$250 \$288	
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F M-F M-SU	7p-12m 12m-3a vailable Fee Hours 7a-3p 3p-6p 6p-11p	\$688 d: DUAL Rate \$450 \$2,250 \$5,625	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F M-F M-SU	12m-3a available Hours 7a-3p 3p-6p 6p-11p	\$313 Rate \$250 \$288 \$438	
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F M-F M-SU M-SU	7p-12m 12m-3a vailable Fee Hours 7a-3p 3p-6p 6p-11p 11p-2a	\$688 d: DUAL Rate \$450 \$2,250 \$5,625 \$2,250	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F M-F M-SU M-SU	12m-3a available Hours 7a-3p 3p-6p 6p-11p 11p-2a	\$313 Rate \$250 \$288 \$438 \$188	
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F M-F M-SU M-SU SA-SU	7p-12m 12m-3a vailable Fee Hours 7a-3p 3p-6p 6p-11p 11p-2a 7a-6p	\$688 d: DUAL Rate \$450 \$2,250 \$5,625 \$2,250 \$1,250	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F M-F M-SU	12m-3a available Hours 7a-3p 3p-6p 6p-11p	\$313 Rate \$250 \$288 \$438	
70344684 10376 BORROUNBACH 103 - 10376 BIRON 103 BIRON 1	M-SU M-SU :30, :60 second spots a Full Coverage Rates 57 million HHs Daypart M-F M-F M-SU M-SU	7p-12m 12m-3a vailable Fee Hours 7a-3p 3p-6p 6p-11p 11p-2a 7a-6p 2a-6a	\$688 d: DUAL Rate \$450 \$2,250 \$5,625 \$2,250	M-SU :30, :60 second spots a Affiliate Break Rates 26 million HHs Daypart M-F M-F M-SU M-SU	12m-3a available 6 Hours 7a-3p 3p-6p 6p-11p 11p-2a 7a-6p	\$313 Rate \$250 \$288 \$438 \$188	

GRIT	Full Coverage Rates			Affiliate Break Rates	;		
	118 million HHs						
ANT DE	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	No Affiliate	e Rates Availab	e	
	M-SU	7p-1a	\$1,825				
	M-SU	1a-3a	\$688				
	M-SU	3a-6a	\$500				
	:30, :60 second spots a		7000				
HEROES & ICONS	Full Coverage Rates			Affiliate Break Rates	;		
	59 million HHs	Feed: D	UAL	7mate 5. can nates			
HEROES & ICONS	Daypart	Hours	Rate	1			
& & ICONS	M-F	6a-9a	\$375				
	M-F	9a-6p	\$1,250				
	M-SU	6p-12m	\$1,250				
	M-SU	12m-3a	\$250	No Affiliate	e Rates Availab	e	
	M-SU	3a-6a	\$125				
	SA-SU	6a-9a	\$250				
	SA-SU	9a-6p	\$1,250				
	:30, :60 second spots a	•	, ,				
HISTORY	Full Coverage Rates			Affiliate Break Rates			
111010111	86 million HHs	Feed: D	UAL	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	
HISTORY	* w/late night mirr	•		* w/late night mirr	•	1 /	
	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 sp	•	. ,	:15, :30, :60 second sp	•	·	
IFC	Full Coverage Rates			Affiliate Break Rates			
	70 million HHs	Feed: D	UAL	35 million HHs			
	Daypart	Hours	Rate	Daypart	Hours	Rate	
	M-F	6a-2p	\$625	M-F	6a-2p	\$225	
	M-F	2р-6р	\$1,125	M-F	2р-6р	\$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 seco	•		:30, :60 second spots a		·	
INVESTIGATION	Full Coverage Rates	·		Affiliate Break Rates			
DISCOVERY	70 million HHs	Feed: D	UAL	35 million HHs			
	Daypart	Hours	Rate	Daypart	<u>Hours</u>	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 mirr	•		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 s	•	+ 5,. 50	:30, :60 second spots a		,	
	, :==, :===			,			

MILITARY HISTORY	Full Coverage Rates			Affiliate Break Rates			
	10 million HHs	Feed: SING	GLE (EST)	1 million HHs			
	Daypart	Hours	<u>Rate</u>	Daypart	<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	
MULITARY	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25	
MILITARY HISTORY	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13	
Instant	M-SU	4a-6a	\$100				
* Not Available in HD	:30, :60 second spots a	available		:30, :60 second spots a	vailable		
NATIONAL	Full Coverage Rates			Affiliate Break Rates			
GEOGRAPHIC	71 million HHs	Feed: I	DUAL	14 million HHs			
NIATIONIAL	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
NATIONAL	M-F	9a-3p	\$875	M-F	9a-3p	\$250	
GEOGRAPHIC	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 a	available		:30, :60 second spots a	vailable		
NATIONAL	Full Coverage Rates			Affiliate Break Rates			
GEOGRAPHIC WILD	36 million HHs	Feed: SING	GLE (EST)	12 million HHs			
NAT GEO	<u>Daypart</u>	Hours	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
NAI GEO	M-F	7a-3p	\$300	M-F	7a-3p	\$250	
WILD	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 a	available		:30, :60 second spots a	vailable		
PARAMOUNT	Full Coverage Rates			Affiliate Break Rates			
(T)	75 million HHs	Feed: I	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	
Paramount	M-F	3p-7p	\$5,000	M-F	9a-3p	\$375	
NETWORK	M-SU	7p-12m	\$10,500	M-F	3p-7p	\$625	
NETWORK	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 s	pots available		:30, :60, :120 second s	oots available		
SCIENCE	Full Coverage Rates			Affiliate Break Rates			
	57 million HHs	Feed: I	DUAL	23 million HHs	J		
SCIENCE	<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 mirro			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 s			:30, :60 second spots a	ملطمانون		

SMITHSONIAN	Full Coverage Rates			Affiliate Break Rates	;		
	25 million HHs						
* Smithsonian	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>				
CHANNEL	M-Su	6a-9a	\$88				
	M-F	9a-4p	\$163				
	M-F	4p-8p	\$213	No Affiliate	- Datas Avsilah	la.	
	M-Su	8p-11p	\$300	NO AIIIIate	e Rates Availab	ie	
	M-Su	11p-2a	\$188				
	M-Su	2a-6a	\$50				
	SA-SU	9a-8p	\$188				
	:30, :60, :120 second s	pots available					
SYFY	Full Coverage Rates			Affiliate Break Rates	;		
	52 million HHs	Feed: [DUAL	15 million HHs			
SYFY	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-F	6a-3p	\$2,000	M-F	6a-3p	\$150	
	M-F	3р-7р	\$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 s	pots available		:30, :60, :120 second s			
TBS	Full Coverage Rates			Affiliate Break Rates			
	87 million HHs	Feed: [15 million HHs	J		
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	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 M-SU	12m-3a 3a-6a	\$3,500 \$750				
	:30 second spots availa		\$750	:30 second spots availa	ablo		
TNT		ible		Affiliate Break Rates			
TIVI	Full Coverage Rates 86 million HHs	Feed: [OLIAI	10 million HHs			
	<u>Daypart</u>	Hours	Rate	<u>Daypart</u>	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	
ULU	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 sed	cond spots avail		:30, :60, :90 & :120 sed	cond spots availa	ble	
TRAVEL	Full Coverage Rates			Affiliate Break Rates	;		
	76 million HHs	Feed: [DUAL	15 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138	
CHANNEL	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450	
CHANNEL	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	
	1		12 1-	* w/late night mirror from 12m-4a			
		night mirror fro			-		
	* w/late SA-SU :15, :30, :60, :120 seco	7a-8p	\$3,500	SA-SU :15, :30, :60 second sp	7a-8p	\$600	

TRU TV	Full Coverage Rates			Affiliate Break Rates			
	82 million HHs	82 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>	
Tru	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 miri	or 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			
(C) Z ATV	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
W Silver	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	
* formerly Viceland	:30, :60 second spots a	vailable		:30, :60 second spots a	ıvailable		

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.
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