

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

SPORTS 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.

ACC	Full Coverage Rates			Affiliate Break Rate	S	
ACCAL	33 million HHs	Feed: SING	LE (EST)	6 million HHs		
ACCN	Daypart	Hours	Rate	Daypart	Hours	Rate
ESPII	M-F	6a-6p	\$100	M-F	6a-6p	\$63
	M-SU	6p-12m	\$250	M-SU	6p-12m	\$125
	M-SU	12m-3a	\$188	M-SU	12m-3a	\$63
	SA-SU	6a-12n	\$375	SA-SU	6a-12n	\$188
	SA-SU	12n-6p	\$625	SA-SU	12n-6p	\$313
	M-SU	3a-6a	\$63	M-SU	3a-6a	\$25
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	oots available	
ALTITUDE SPORTS	Full Coverage Rates			Affiliate Break Rate	s	
	1 million HHs	Feed: SING	LE (EST)			
<u>Altitude</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	6a-1a	\$125	No Affiliat	e Rates Availabl	e
<b>Sports</b>						
AVCTV	:15, :30, & :60 second	spots available				
AXSTV	Full Coverage Rates	1		Affiliate Break Rate	S	
	50 million HHs	J				
<b>axsw</b>	<u>Daypart</u>	Hours	Rate			
	M-F	8a-5p	\$250			
	SA-SU	8a-5p	\$188			
	M-F	5p-8p	\$313			
	SA-SU	5p-8p	\$250			
	M-TH, SA-SU *	8p-11p	\$938	No Affiliat	e Rates Availabl	е
	* 11p-2a mir					
	F *	8p-11p	\$1,000			
	* 11p-4a mir					
	AXS TV Fight Specific		\$1,250			
	M-SU	2a-6a	\$125			
DEIN CROPEC	:15, :30, & :60 second	spots available				
BEIN SPORTS	Full Coverage Rates 41 million HHs	Food: CINC	LE /ECT\	Affiliate Break Rate	S	
DOINT COOPE	Daypart	Feed: SING Hours		-		
OGII V OPORTO	M-F	6a-10a	<u>Rate</u> \$18			
	M-F M-F	10a-3p	\$148 \$188			
	M-F	3p-7p 7p-11p	\$200	No Affiliat	e Rates Availabl	e
	M-F	7р-11р 11р-2а	\$200 \$138			
	SA-SU	6a-12m	\$650			
	SA-SU	12n-7p	\$030 \$290			
	:15, :30, :60, :120 seco	•				
	.13, .30, .00, .120 Sect	nia spots availat	,ic			

BEIN SPORTS XTRA	Full Coverage Rates			Affiliate Break Rate	S	
	6 million HHs	Feed: S	SINGLE (EST)			
OCIN SPORTS XTRA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	1		
	M-F	6a-10a	\$13			
	M-F	10a-3p	\$138			
	M-F	3p-7p	\$150	No Affiliat	e Rates Avai	lable
	M-F	7p-11p	\$163			
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$150			
	:15, :30, :60, :120 sec	ond spots av	ailable			
BEIN SPORTS N	Full Coverage Rates			Affiliate Break Rate	S	
	50 million HHs	Feed: S	SINGLE (EST)			
OCIN SPORTS ñ	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
CONTO OF CHICAL	M-F	6a-10a	\$13			
	M-F	10a-3p	\$145			
	M-F	3p-7p	\$365	No Affiliat	e Rates Avai	lable
	M-F	7p-11p	\$388			
	M-F	11p-2a	\$113			
	SA-SU	6a-12m	\$870			
	:15, :30, :60, :120 sec	ond spots av	ailable			
BIG10	Full Coverage Rates			Affiliate Break Rate	s	
	47 million HHs	Feed: S	SINGLE (EST)			
BIG	Daypart	<u>Hours</u>	<u>Rate</u>			
	M-F	6a-10a	\$43			
	M-F	10a-6p	\$153			
<b>NETWORK</b>	M-F	6p-12m	\$423			
	M-F	12m-6a	\$68	No Affiliat	e Rates Avai	lable
	SA-SU	6a-10a	\$105			
	SA-SU	10a-6p	\$468			
	SA-SU	6p-12m	\$440			
	SA-SU	12m-6a	\$95			
	:30, :60, :90, :120 seco	nd spots ava	ailable			
CBS SPORTS	Full Coverage Rates			Affiliate Break Rate	S	
ACDC CDODTC	40 million HHs	Feed: S	INGLE (EST)	16 million HHs		
©CBS SPORTS	Daypart	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	Hours	<u>Rate</u>
NETWORK	M-F	6a-12n	\$1,000	M-F	6a-12n	\$150
	M-F	12n-4p	\$1,063	M-F	12n-4p	\$213
	M-F	4p-7p	\$1,188	M-F	4p-7p	\$275
	M-SU	7p-12m	\$1,375	M-SU	7p-12m	\$338
	M-SU	12m-6a	\$563	M-SU	12m-6a	\$150
	SA-SU	6a-12n	\$1,125	SA-SU	6a-12n	\$213
	SA-SU	12n-7p	\$1,250	SA-SU	12n-7p	\$275
	:30, :60 second spots a	available		:30, :60 second spots	available	
ESPN	<b>Full Coverage Rates</b>			Affiliate Break Rate	S	
	71 million HHs	Feed: S	SINGLE (EST)	14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$9,500	M-F	6a-6p	\$625
	M-SU	6p-12m	\$37,500	M-SU	6p-12m	\$2,000
	M-SU	12m-3a	\$16,250	M-SU	12m-3a	\$625
1			Ć0 4F0	C A C11	6a-12n	\$1,500
	SA-SU	6a-12n	\$8,450	SA-SU	00-1211	71,500
	SA-SU SA-SU	6a-12n 12n-6p	\$8,450 \$9,360	SA-SU	12n-6p	\$1,625

ESPN2	<b>Full Coverage Rates</b>			Affiliate Break Rates		
	71 million HHs	Feed: SIN	GLE (EST)	14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
637116	M-F	6a-6p	\$4,500	M-F	6a-6p	\$375
	M-SU	6p-12m	\$6,750	M-SU	6p-12m	\$875
	M-SU	12m-3a	\$3,375	M-SU	12m-3a	\$375
	SA-SU	6a-12n	\$5,625	SA-SU	6a-12n	\$750
	SA-SU	12n-6p	\$6,750	SA-SU	12n-6p	\$1,000
	M-SU	3a-6a	\$900	M-SU	3a-6a	\$100
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	ots available	
ESPN DEPORTES	Full Coverage Rates			Affiliate Break Rates	,	
	10 million HHs		GLE (EST)	2 million HHs		
E3FI I	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	Rate
DODTES	M-F	6a-6p	\$338	M-F	6a-6p	\$125
DEPURIES	M-SU	6p-12m	\$1,125	M-SU	6p-12m	\$250
	M-SU	12m-3a	\$450	M-SU	12m-3a	\$188
	SA-SU	6a-12n	\$900	SA-SU	6a-12n	\$375
	SA-SU	12n-6p	\$1,125	SA-SU	12n-6p	\$500
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$50
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	ots available	
ESPNEWS	<b>Full Coverage Rates</b>			Affiliate Break Rates		
	58 million HHs	Feed: SIN	GLE (EST)	11 million HHs		
<b>ESPITEWS</b>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$500	M-F	6a-6p	\$250
	M-SU	6p-12m	\$1,500	M-SU	6p-12m	\$500
	M-SU	12m-3a	\$875	M-SU	12m-3a	\$250
	SA-SU	6a-12n	\$1,250	SA-SU	6a-12n	\$500
	SA-SU	12n-6p	\$1,750	SA-SU	12n-6p	\$750
	M-SU	3a-6a	\$250	M-SU	3a-6a	\$63
	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp	ots available	
ESPN U	Full Coverage Rates			Affiliate Break Rates		
	37 million HHs		GLE (EST)	7 million HHs	<u>.</u>	_
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	Rate
	M-F	6a-6p	\$750	M-F	6a-6p	\$188
	M-SU	6p-12m	\$1,875	M-SU	6p-12m	\$375
	M-SU	12m-3a	\$875	M-SU	12m-3a	\$125
	SA-SU	6a-12n	\$1,875	SA-SU	6a-12n	\$500
	SA-SU	12n-6p	\$2,250	SA-SU	12n-6p	\$750
	M-SU	3a-6a	\$188	M-SU	3a-6a	\$63
FANDLIEL	:15, :30, :60 second sp	ots available		:15, :30, :60 second sp		
FANDUEL	Full Coverage Rates			Affiliate Break Rates		
67	44 million HHs		Data			
	<u>Daypart</u>	Hours	<u>Rate</u>			
<b>FANDUEL TV</b>	M-SU	9a-6p	\$88	No Affiliate	e Rates Availab	ole
The state of the s	M-SU	6p-12m	\$88			
* formerly TVG	M-SU	12m-9a	\$50			
* Not Available in HD	:30, :60, :120 second s	pots available				
FANDUEL RACING	Full Coverage Rates			Affiliate Break Rates	<u> </u>	
67	15 million HHs	<b>J</b>	_			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
FANDUEL	M-SU	9a-6p	\$50	No Affiliate	e Rates Availab	ole
RACING	M-SU	6p-12m	\$50			
* formerly TVG2	M-SU	12m-9a	\$25			
* Not Available in HD	:30, :60, :120 second s	pots available		1		

FIGHT NETWORK	<b>Full Coverage Rates</b>			Affiliate Break Rate	S	
	0.5 million HHs	Feed: SIN	GLE (EST)			
FIGHT	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	1		
NETWORK	M-SU	6p-12m	\$15	No Affiliat	e Rates Availa	ablo
	M-SU	6a-6p	\$13	NO Allillat	e Nates Avail	able
	M-SU	12m-6a	\$15			
	:30, :60 second spots a	available				
FOX SOCCER PLUS	<b>Full Coverage Rates</b>			Affiliate Break Rate	s	
	.6 million HHs	Feed: SIN	GLE (EST)			
FOX	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	1		
SOCCER	M-SU	6a-6p	\$25	No Affiliat	e Rates Availa	able
Tolus/	M-SU	6p-12m	\$38	NO Allillat	e Nates Avail	able
	M-SU	12m-6a	\$13			
_	:30, :60, :120 second s	pots available				
FOX SPORTS 1	<b>Full Coverage Rates</b>			Affiliate Break Rate	s	
	73 million HHs	Feed: SIN	GLE (EST)	23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
FS1	M-F	6a-2p	\$2,250	M-F	6a-2p	\$188
	M-F	2p-7p	\$2,313	M-F	2p-7p	\$250
	M-SU	7p-12m	\$3,500	M-SU	7p-12m	\$375
	M-SU	12m-3a	\$1,113	M-SU	12m-3a	\$150
	M-SU	3a-6a	\$138	M-SU	3a-6a	\$25
	SA-SU	6a-7p	\$3,250	SA-SU	6a-7p	\$313
FOY COOPERS	:30, :60, :120 second s	pots available		:30, :60, :120 second s		
FOX SPORTS 2	Full Coverage Rates	Faral CIN	CLE (ECT)	Affiliate Break Rate	S	
	53 million HHs	Feed: SIN				
	<u>Daypart</u>	<u>Hours</u>	Rate			
r5e	M-F	6a-2p	\$163			
F52	M-F M-F	6a-2p 2p-7p	\$163 \$338	No Affiliat	e Rates Availa	able
FSE	M-F M-F M-SU	6a-2p 2p-7p 7p-12m	\$163 \$338 \$400	No Affiliat	e Rates Availa	able
FSE	M-F M-F M-SU M-SU	6a-2p 2p-7p 7p-12m 12m-3a	\$163 \$338 \$400 \$250	No Affiliat	e Rates Availa	able
FSE	M-F M-F M-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a	\$163 \$338 \$400 \$250 \$38	No Affiliat	e Rates Availa	able
F5c	M-F M-F M-SU M-SU M-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250	No Affiliat	e Rates Availa	able
	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250 \$38			able
GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available	\$163 \$338 \$400 \$250 \$38 \$375	No Affiliat  Affiliate Break Rate  21 million HHs		able
	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250 \$38 \$375	Affiliate Break Rate		able <u>Rate</u>
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SIN	\$163 \$338 \$400 \$250 \$38 \$375	Affiliate Break Rate 21 million HHs	s	
	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SIN Hours	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)	Affiliate Break Rate 21 million HHs Daypart	s Hours	<u>Rate</u>
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs Daypart M-F	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SIN Hours 6a-7p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750	Affiliate Break Rate 21 million HHs Daypart M-F	s Hours 6a-7p	<u>Rate</u> \$250
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available Feed: SIN Hours 6a-7p 7p-12m	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463	Affiliate Break Rate 21 million HHs  Daypart  M-F  M-SU	<b>S Hours</b> 6a-7p  7p-12m	Rate \$250 \$375 \$175 \$75
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU	Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	<b>Rate</b> \$250 \$375 \$175
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU M-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)  Rate \$750 \$2,463 \$963 \$213	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU M-SU	Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	Rate \$250 \$375 \$175 \$75
GOLF  GOLF	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)  Rate \$750 \$2,463 \$963 \$213	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU	<b>S Hours</b> 6a-7p  7p-12m  12m-3a  3a-6a  6a-7p  available	Rate \$250 \$375 \$175 \$75
GOLF C H A N N E L	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)  Rate \$750 \$2,463 \$963 \$213	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU SA-SU :30,:60 second spots	<b>S Hours</b> 6a-7p  7p-12m  12m-3a  3a-6a  6a-7p  available	Rate \$250 \$375 \$175 \$75
GOLF C H A N N E L	M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs Daypart	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963 \$213 \$2,500	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU SA-SU :30,:60 second spots	<b>S Hours</b> 6a-7p  7p-12m  12m-3a  3a-6a  6a-7p  available	Rate \$250 \$375 \$175 \$75
GOLF C H A N N E L	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs  Daypart M-F	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963 \$213 \$2,500 GLE (EST) Rate \$63	Affiliate Break Rate 21 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU SA-SU :30,:60 second spots	<b>S Hours</b> 6a-7p  7p-12m  12m-3a  3a-6a  6a-7p  available	Rate \$250 \$375 \$175 \$75
GOLF C H A N N E L	M-F M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs  Daypart M-F M-F M-F	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p 7p-12m	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)  Rate \$750 \$2,463 \$963 \$213 \$2,500  GLE (EST)  Rate \$63 \$188	Affiliate Break Rate  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60 second spots  Affiliate Break Rate	Mours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available	Rate \$250 \$375 \$175 \$75 \$375
GOLF C H A N N E L	M-F M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates  20 million HHs  Daypart M-F M-F SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p 7p-12m 7a-12n	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST)  Rate \$750 \$2,463 \$963 \$213 \$2,500  GLE (EST)  Rate \$63 \$188 \$63	Affiliate Break Rate  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60 second spots  Affiliate Break Rate	<b>S Hours</b> 6a-7p  7p-12m  12m-3a  3a-6a  6a-7p  available	Rate \$250 \$375 \$175 \$75 \$375
GOLF C H A N N E L	M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs  Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p 7p-12m 7a-12n 12n-10p	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963 \$213 \$2,500 GLE (EST) Rate \$63 \$188 \$63 \$125	Affiliate Break Rate  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60 second spots  Affiliate Break Rate	Mours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available	Rate \$250 \$375 \$175 \$75 \$375
GOLF C H A N N E L	M-F M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs  Daypart M-F M-F SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p 7p-12m 12n-10p 6a-6a	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963 \$213 \$2,500 GLE (EST) Rate \$63 \$188 \$63 \$125 \$50	Affiliate Break Rate  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60 second spots  Affiliate Break Rate	Mours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available	Rate \$250 \$375 \$175 \$75 \$375
GOLF C H A N N E L	M-F M-SU M-SU M-SU SA-SU :30, :60, :120 second s  Full Coverage Rates 74 million HHs  Daypart M-F M-SU M-SU SA-SU :30, :60 second spots a  Full Coverage Rates 20 million HHs  Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU	6a-2p 2p-7p 7p-12m 12m-3a 3a-6a 6a-7p pots available  Feed: SIN Hours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available  Feed: SIN Hours 7a-7p 7p-12m 7a-12n 12n-10p 6a-6a 12m-6a	\$163 \$338 \$400 \$250 \$38 \$375 GLE (EST) Rate \$750 \$2,463 \$963 \$213 \$2,500 GLE (EST) Rate \$63 \$188 \$63 \$125	Affiliate Break Rate  21 million HHs  Daypart  M-F  M-SU  M-SU  M-SU  SA-SU  :30, :60 second spots  Affiliate Break Rate	Mours 6a-7p 7p-12m 12m-3a 3a-6a 6a-7p available	Rate \$250 \$375 \$175 \$75 \$375

MLB	Full Coverage Rates			Affiliate Break Rates	5	
	54 million HHs	Feed: SIN	GLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	2a-6a	\$225			
NETWORK	M-F	5p-8p	\$1,875			
	SA-SU	5p-8p	\$2,493			
TM	M-F	8p-12m	\$3,725			
	SA-SU	8p-12m	\$2,340	No Affiliat	e Rates Availa	able
~	M-F	1p-5p	\$1,150			
	M-F	6a-1p	\$750			
	SA-SU	6a-1p	\$973			
	SA-SU	1p-5p	\$2,173			
	M-SU	12m-2a	\$2,138			
	:30, :60 second spots a	vailable				
NBA	Full Coverage Rates			Affiliate Break Rates	5	
	49 million HHs	Feed: SIN	GLE (EST)	18 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-10a	\$375	M-SU	6a-7p	\$125
	M-SU	10a-4p	\$625	M-SU	7p-12m	\$250
	M-SU	4p-7p	\$1,000	M-SU	12m-6a	\$63
NBA	M-SU	7p-12m	\$1,500			
NUA	M-SU	12m-3a	\$625			
	M-SU	3a-6a	\$125			
	M-SU	Pregame	\$3,000			
	M-SU	Postgame	\$2,500			
	M-SU	Live Game	\$20,000			
	M-SU	Preseason	\$1,250			
	M-SU :30, :60, :90 & :120 sec			:30, :60, :90 & :120 se	cond spots ava	ilable
NESN	:30, :60, :90 & :120 sec Full Coverage Rates	ond spots avai	ilable	:30, :60, :90 & :120 sec	•	ilable
NESN	:30, :60, :90 & :120 sec Full Coverage Rates 4 million HHs	ond spots ava	ilable  GLE (EST)		•	ilable
NESN	:30, :60, :90 & :120 sec Full Coverage Rates 4 million HHs Daypart	Feed: SIN	GLE (EST) Rate		•	ilable
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch	Feed: SIN Hours 6-6:30p	GLE (EST)  Rate \$1,375		•	ilable
//\//	:30, :60, :90 & :120 sec Full Coverage Rates 4 million HHs Daypart Red Sox First Pitch Red Sox Gameday	Feed: SIN Hours 6-6:30p 6:30-7p	GLE (EST)  Rate \$1,375 \$1,875		•	ilable
NESN NESN	:30, :60, :90 & :120 sec Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p	GLE (EST)  Rate \$1,375 \$1,875 \$13,750		•	ilable
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000	Affiliate Break Rates	5	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875	Affiliate Break Rates	•	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000	Affiliate Break Rates	5	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000	Affiliate Break Rates	5	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750	Affiliate Break Rates	5	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime  Dennis & Callahan	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188	Affiliate Break Rates	5	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime  Dennis & Callahan  NESN Sports Today	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750	Affiliate Break Rates	5	
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime  Dennis & Callahan  NESN Sports Today :15, :30, :60 second spo	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188	Affiliate Break Rates  No Affiliat	e Rates Availa	
//\//	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime  Dennis & Callahan  NESN Sports Today :15, :30, :60 second spo	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m	GLE (EST)  Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188	Affiliate Break Rates  No Affiliate  Affiliate Break Rates	e Rates Availa	
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates 54 million HHs	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$1,88 \$438	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs	e Rates Availa	able
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch  Red Sox Gameday  Red Sox In-Game  Red Sox Extra Innings  Red Sox Final  Bruins Face Off  Bruins In-Game  Bruins Overtime  Dennis & Callahan  NESN Sports Today :15, :30, :60 second sport  Full Coverage Rates  54 million HHs  Daypart	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available Hours	Rate \$1,375 \$1,875 \$1,875 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart	e Rates Availa	able <u>Rate</u>
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart M-F	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F	e Rates Availa	<b>Rate</b> \$250
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart M-F SA-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available Hours 6a-9a 6a-9a 6a-9a	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$188 \$438 Rate \$1,125 \$2,000	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU	e Rates Availa	Rate \$250 \$313
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart  M-F  SA-SU M-F	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available Hours 6a-9a 6a-9a 9a-4p	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 Rate \$1,125 \$2,000 \$2,000	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F	e Rates Availa  Hours 6a-9a 6a-9a 9a-4p	Rate \$250 \$313 \$313
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second sport  Full Coverage Rates  54 million HHs  Daypart  M-F SA-SU M-F SA-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a 6a-9a 9a-4p 9a-4p	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 Rate \$1,125 \$2,000 \$2,000 \$2,000 \$5,000	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F  SA-SU	e Rates Availa  Hours 6a-9a 6a-9a 9a-4p 9a-4p	Rate \$250 \$313 \$313 \$750
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart M-F SA-SU M-F SA-SU M-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a 6a-9a 9a-4p 9a-4p 9a-4p 4p-7p	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 \$438	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F  SA-SU  M-F  SA-SU  M-SU	E Rates Availa  Hours 6a-9a 6a-9a 9a-4p 9a-4p 4p-7p	Rate \$250 \$313 \$313 \$750 \$800
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart  M-F  SA-SU M-F  SA-SU M-SU M-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a 6a-9a 9a-4p 9a-4p 9a-4p 4p-7p 12m-3a	Rate \$1,375 \$1,875 \$13,750 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 Rate \$1,125 \$2,000 \$2,000 \$5,000 \$4,000 \$2,750	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F  SA-SU  M-SU  M-SU  M-SU  M-SU	e Rates Availa  Hours 6a-9a 6a-9a 9a-4p 9a-4p 4p-7p 12m-3a	Rate \$250 \$313 \$313 \$750 \$800 \$525
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart  M-F SA-SU M-F SA-SU M-SU M-SU M-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a 6a-9a 9a-4p 9a-4p 4p-7p 12m-3a 3a-6a	Rate \$1,375 \$1,875 \$1,875 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 Rate \$1,125 \$2,000 \$2,000 \$2,000 \$4,000 \$2,750 \$875	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F  SA-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	E Rates Availa  Hours 6a-9a 9a-4p 9a-4p 4p-7p 12m-3a 3a-6a	Rate \$250 \$313 \$313 \$750 \$800 \$525 \$125
NESN	:30, :60, :90 & :120 sec  Full Coverage Rates  4 million HHs  Daypart  Red Sox First Pitch Red Sox Gameday Red Sox In-Game Red Sox Extra Innings Red Sox Final Bruins Face Off Bruins In-Game Bruins Overtime Dennis & Callahan NESN Sports Today :15, :30, :60 second spo  Full Coverage Rates  54 million HHs  Daypart  M-F  SA-SU M-F  SA-SU M-SU M-SU	Feed: SIN Hours 6-6:30p 6:30-7p 7-10p 10-10:30p 10:30-11p 6:30-7p 7-9:30p 930-10p 6a-9a 11p-12m ots available  Hours 6a-9a 6a-9a 6a-9a 9a-4p 9a-4p 4p-7p 12m-3a 3a-6a 7p-12m	Rate \$1,375 \$1,875 \$1,875 \$3,000 \$1,875 \$2,000 \$15,000 \$3,750 \$188 \$438 Rate \$1,125 \$2,000 \$2,000 \$5,000 \$4,000 \$2,750 \$875 \$5,250	Affiliate Break Rates  No Affiliate  Affiliate Break Rates  16 million HHs  Daypart  M-F  SA-SU  M-F  SA-SU  M-SU  M-SU  M-SU  M-SU	E Rates Availa  Hours 6a-9a 6a-9a 9a-4p 9a-4p 4p-7p 12m-3a 3a-6a 7p-12m	Rate \$250 \$313 \$313 \$750 \$800 \$525

NHL	Full Coverage Rates			Affiliate Break Rate	es	
	42 million HHs			13 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	Daypart	Hours	<u>Rate</u>
	M-F	6a-1p	\$500	M-F	6a-1p	\$50
	M-F	1p-6p	\$613	M-F	1p-6p	\$63
NETWORK	M-SU	6p-2a	\$1,500	M-SU	6p-2a	\$125
	SA-SU	6a-6p	\$1,300	SA-SU	6a-6p	\$100
	M-SU	2a-6a	\$475	M-SU	2a-6a	\$13
	:30, :60 second spots	available		:30, :60 second spots	available	
OUTDOOR	<b>Full Coverage Rates</b>			Affiliate Break Rate	es	
<u> </u>	38 million HHs	Feed: SIN	IGLE (EST)			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
Outdoor	M-F	6a-3p	\$250			
	M-F	3p-7p	\$313			
CHANNEL	M-SU	7p-2a	\$375	No Affilia	te Rates Avail	able
	SA-SU	6a-7p	\$413			
	SA-SU	7p-2a	\$288			
	M-SU	2a-6a	\$150			
	:30, :60, :120 second s	spots available				
PURSUIT	<b>Full Coverage Rates</b>			Affiliate Break Rate	es	
	35 million HHs	Feed: SIN	IGLE (EST)			
nurquit	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
We Deliver the Outdoors	M-SU	2a-6a	\$88			
	M-SU	6a-9a	\$88			
	M-SU	9a-6p	\$113	No Δffilia	te Rates Avail	ahle
	M-SU	6p-8p	\$163	No Anna	ite Nates Avail	abic
	M-SU	8p-11p	\$225			
	M-SU	11p-12m	\$225			
	M-SU	12a-2a	\$163			
	:30, :60, :120 second s	spots available				
RACER	<b>Full Coverage Rates</b>			Affiliate Break Rate	es	
	20 million HHs	Feed: SIN	IGLE (EST)			
RACER	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
NETWORK	M-F	9a-4p	\$500	No Affilia	te Rates Avail	able
	M-F	4p-12m	\$750			
	SA-SU	9a-2a	\$500			
* formerly MAVTV	:30, :60 second spots					
REV'N	Full Coverage Rates			Affiliate Break Rate	es	
	31 million HHs		DUAL			
	<u>Daypart</u>	Hours	<u>Rate</u>			
	M-F	8a-4p	\$38 \$38			
	M-F	4p-8p	\$38 \$53	No Affilia	to Datas Avail	abla
	M-SU	8p-12m	\$52 \$41	NO ATTIIIA	te Rates Avail	avie
	M-SU	12m-3a	\$41 \$27			
	SA-SU	12n-4p	\$37 \$42			
	SA-SU	8a-12n	\$42 \$40			
	SA-SU	4p-8p	\$40 \$30			
	M-SU	3a-8a	\$30 \$50			
	M-SU	6a-6a	\$50			
	:15,:30, :60, :120 seco	nu spots avalla	inie	1		

SEC	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: SING	SLE (EST)	8 million HHs		
	Daypart	<u>Hours</u>	Rate	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
NETWORK	M-F	6a-6p	\$175	M-F	6a-6p	\$63
NETWURK	M-SU	6p-12m	\$563	M-SU	6p-12m	\$250
	M-SU	12m-3am	\$288	M-SU	12m-3am	\$63
	SA-SU	6a-12n	\$563	SA-SU	6a-12n	\$188
	SA-SU	12n-6p	\$1,000	SA-SU	12n-6p	\$375
	M-SU	3a-6a	\$113	M-SU	3a-6a	\$50
	:30, :60, :120 second s	pots available		:30, :60 second spots a	vailable	
SPORTSMAN	Full Coverage Rates			Affiliate Break Rates		
	38 million HHs	Feed: SING	GLE (EST)	7 million HHs		
SPORTSMAN	Daypart	Hours	Rate	Daypart	<u>Hours</u>	Rate
CHANNEL	M-F	6a-3p	\$200	M-F	6a-3p	\$100
	M-F	3p-7p	\$250	M-F	3p-7p	\$200
	M-F	7p-2a	\$313	M-F	7p-2a	\$250
	M-SU	2a-6a	\$113	M-SU	2a-6a	\$25
	SA-SU	6a-7p	\$300	SA-SU	6a-7p	\$225
	SA-SU	7p-2a	\$188	JA 30	0a 7 p	7223
	:30, :60, :120 second s	•	<b>7100</b>	:30, :60 second spots a	vailable	
TENNIS		pots available				
I EIVIVIS	Full Coverage Rates	Food: SING	CLE (EST)	Affiliate Break Rates	1	
	60 million HHs	Feed: SING		30 million HHs	Harrina	Data
	<u>Daypart</u>	<u>Hours</u>	Rate	<u>Daypart</u>	Hours	<u>Rate</u>
	M-SU	6a-9a	\$275	M-SU	6a-9a	\$38
	M-SU	9a-7p	\$525	M-SU	9a-7p	\$125
TENNIS	M-SU	7p-12m	\$525	M-SU	7p-12m	\$125
CHANNEL	M-SU	12m-3a	\$275	M-SU	12m-3a	\$75
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$38
	:30, :60 second spots a	ivailable		:30, :60 second spots a		
THE ACTION	Full Coverage Rates			Affiliate Break Rates		
CHANNEL	Full Coverage Rates 35 million HHs	Feed: I	DUAL	Affiliate Break Rates		
	35 million HHs  Daypart	<u>Hours</u>	<u>Rate</u>	Affiliate Break Rates		
CHANNEL	35 million HHs  Daypart  M-SU	Hours 8a-10a	<u>Rate</u> \$38	Affiliate Break Rates		
	35 million HHs  Daypart  M-SU  M-F	Hours 8a-10a 10a-5p	<u>Rate</u> \$38 \$38		e Rates Availabl	e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU	Hours 8a-10a 10a-5p 5p-7p	Rate \$38 \$38 \$42			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m	<b>Rate</b> \$38 \$38 \$42 \$49			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU	Hours 8a-10a 10a-5p 5p-7p	Rate \$38 \$38 \$42 \$49 \$35			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p	Rate \$38 \$38 \$42 \$49 \$35 \$42			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42			e
CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42		e Rates Availabl	e
CHANNEL  THE ACTION CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU  S15,:30,:60,:120 second	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42	No Affiliate	e Rates Availabl	e
CHANNEL  THE ACTION CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU  S15,:30,:60,:120 secon	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42	No Affiliate	e Rates Availabl	e
CHANNEL  THE ACTION CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU  :15,:30,:60,:120 secon	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42	No Affiliate	e Rates Availabl	e
CHANNEL  CTION THE ACTION CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  M-SU  SA-SU  M-SU  :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42	No Affiliate	e Rates Availabl	e
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a and spots availab Hours 6a-10a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a and spots availab Hours 6a-10a 10a-2p	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42 \$42	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$18 \$250 \$225 \$225	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42 \$42 \$42 \$45 \$45 \$45	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30, :60, :120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$45 \$250 \$225 \$225 \$450 \$375	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$45 \$250 \$225 \$225 \$450 \$375	No Affiliate  Affiliate Break Rates	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WILLOW  WILLOW	35 million HHs  Daypart  M-SU M-F M-SU M-SU M-SU SA-SU M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart M-SU M-SU M-SU M-SU M-SU M-SU M-SU M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$45 \$250 \$225 \$225 \$450 \$375	No Affiliate  Affiliate Break Rates  No Affiliate	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WILLOW  WILLOW	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU  SOU  M-SU  SOU  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$45 \$250 \$225 \$225 \$450 \$375	No Affiliate  Affiliate Break Rates  No Affiliate	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WILLOW  WILLOW	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  SECON  M-SU  M-HSU  H-SU  M-HSU  H-SU  M-HSU  H-SU  M-HSU  M-HSU  H-SU  M-HSU  H-SU  M-HSU  H-SU  H	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab  Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a pots available	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$45 \$250 \$225 \$225 \$450 \$375 \$188	No Affiliate  Affiliate Break Rates  No Affiliate	e Rates Availabl	
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WORLD FISHING	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  M-SU  SECON  M-SU  M-	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a pots available	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$18 Rate \$250 \$225 \$225 \$450 \$375 \$188	No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Availabl	e
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WORLD FISHING	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a pots available	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42 \$42 \$48 \$250 \$225 \$450 \$375 \$188 Rate \$25 \$188	No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Availabl	e
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WORLD FISHING	35 million HHs  Daypart M-SU M-F M-SU M-SU M-SU SA-SU M-SU :15,:30,:60,:120 secon  Full Coverage Rates 5 million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU S60,:90,:120 second s  Full Coverage Rates million HHs Daypart M-SU M-SU M-SU M-SU M-SU M-SU S60,:90,:120 second s  Full Coverage Rates million HHs  Daypart M-F M-SU SA-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a pots available Hours 6a-7p 7p-2a 6a-7p	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42 \$42 \$42 \$42 \$48 \$250 \$225 \$450 \$375 \$188 \$188	No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Availabl	e
CHANNEL  CTION THE ACTION CHANNEL  WILLOW TV  WORLD FISHING	35 million HHs  Daypart  M-SU  M-F  M-SU  M-SU  M-SU  SA-SU  M-SU :15,:30,:60,:120 secon  Full Coverage Rates  5 million HHs  Daypart  M-SU	Hours 8a-10a 10a-5p 5p-7p 7p-12m 12m-2a 10a-5p 6a-6a nd spots availab Hours 6a-10a 10a-2p 2p-6p 6p-11p 11p-3a 3a-6a pots available Hours 6a-7p 7p-2a 6a-7p 2a-6a	Rate \$38 \$38 \$42 \$49 \$35 \$42 \$42 \$42 \$42 \$42 \$48 \$250 \$225 \$450 \$375 \$188 Rate \$25 \$188	No Affiliate  Affiliate Break Rates  Affiliate Break Rates	e Rates Availabl	e

YES	Full Coverage Rates			Affiliate Break Rates
	15 million HHs	Feed: S	NGLE (EST)	
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	
YES	M-F	6a-9a	\$250	
	M-F	9a-1p	\$313	
	M-F	1p-6p	\$438	
	M-F	6p-8p	\$500	No Affiliate Rates Available
	M-SU	8p-11p	\$500	NO Allillate Rates Available
	M-SU	11p-2a	\$375	
	SA-SU	6a-12n	\$313	
	SA-SU	12n-8p	\$375	
	M-SU	6a-2a	\$313	
	:60, :120 second spots	available		

## **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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