



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 Rates		
	33 million HHs	Feed: SINGLE (EST)		6 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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 spots available			:15, :30, :60 second spots available			
ALTITUDE SPORTS	Full Coverage Rates			Affiliate Break Rates		
	1 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-1a	\$125			
:15, :30, & :60 second spots available						
AXSTV	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs			No Affiliate Rates Available		
	Daypart	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			
	* 11p-2a mirror included					
	F *	8p-11p	\$1,000			
	* 11p-4a mirror included					
	AXS TV Fight Specific	9p-1130p	\$1,250			
	M-SU	2a-6a	\$125			
:15, :30, & :60 second spots available						
BEIN SPORTS	Full Coverage Rates			Affiliate Break Rates		
	41 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-10a	\$18			
	M-F	10a-3p	\$148			
	M-F	3p-7p	\$188			
	M-F	7p-11p	\$200			
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$650			
SA-SU	12n-7p	\$290				
:15, :30, :60, :120 second spots available						







BEIN SPORTS XTRA	Full Coverage Rates			Affiliate Break Rates		
	6 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-10a	\$13			
	M-F	10a-3p	\$138			
	M-F	3p-7p	\$150			
	M-F	7p-11p	\$163			
	M-F	11p-2a	\$138			
	SA-SU	6a-12m	\$150			
:15, :30, :60, :120 second spots available						
BEIN SPORTS N	Full Coverage Rates			Affiliate Break Rates		
	50 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-10a	\$13			
	M-F	10a-3p	\$145			
	M-F	3p-7p	\$365			
	M-F	7p-11p	\$388			
	M-F	11p-2a	\$113			
	SA-SU	6a-12m	\$870			
:15, :30, :60, :120 second spots available						
BIG10	Full Coverage Rates			Affiliate Break Rates		
	47 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-10a	\$43			
	M-F	10a-6p	\$153			
	M-F	6p-12m	\$423			
	M-F	12m-6a	\$68			
	SA-SU	6a-10a	\$105			
	SA-SU	10a-6p	\$468			
SA-SU	6p-12m	\$440				
SA-SU	12m-6a	\$95				
:30, :60, :90, :120 second spots available						
CBS SPORTS	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: SINGLE (EST)		16 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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 available			:30, :60 second spots available			
ESPN	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: SINGLE (EST)		14 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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
	SA-SU	6a-12n	\$8,450	SA-SU	6a-12n	\$1,500
	SA-SU	12n-6p	\$9,360	SA-SU	12n-6p	\$1,625
	M-SU	3a-6a	\$1,875	M-SU	3a-6a	\$125
:15, :30, :60 second spots available			:15, :30, :60 second spots available			


ESPN2	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: 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	\$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 spots available			:15, :30, :60 second spots available		
ESPN DEPORTES	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs	Feed: SINGLE (EST)		2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-6p	\$338	M-F	6a-6p	\$125
	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 spots available			:15, :30, :60 second spots available		
ESPNEWS	Full Coverage Rates			Affiliate Break Rates		
	58 million HHs	Feed: SINGLE (EST)		11 million HHs		
	<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 spots available			:15, :30, :60 second spots available		
ESPN U	Full Coverage Rates			Affiliate Break Rates		
	37 million HHs	Feed: SINGLE (EST)		7 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	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
	:15, :30, :60 second spots available			:15, :30, :60 second spots available		
FANDUEL	Full Coverage Rates			Affiliate Break Rates		
 FANDUEL TV * formerly TVG * Not Available in HD	44 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	9a-6p	\$88			
	M-SU	6p-12m	\$88			
	M-SU	12m-9a	\$50			
	:30, :60, :120 second spots available					
FANDUEL RACING	Full Coverage Rates			Affiliate Break Rates		
 FANDUEL RACING * formerly TVG2 * Not Available in HD	15 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-SU	9a-6p	\$50			
	M-SU	6p-12m	\$50			
	M-SU	12m-9a	\$25			
	:30, :60, :120 second spots available					

FIGHT NETWORK	Full Coverage Rates			Affiliate Break Rates				
	0.5 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-SU	6p-12m	\$15					
	M-SU	6a-6p	\$13					
	M-SU	12m-6a	\$15					
	:30, :60 second spots available							
FOX SOCCER PLUS	Full Coverage Rates			Affiliate Break Rates				
	.6 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-SU	6a-6p	\$25					
	M-SU	6p-12m	\$38					
	M-SU	12m-6a	\$13					
	:30, :60, :120 second spots available							
FOX SPORTS 1	Full Coverage Rates			Affiliate Break Rates				
	73 million HHs	Feed: SINGLE (EST)		23 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	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
	:30, :60, :120 second spots available			:30, :60, :120 second spots available				
	FOX SPORTS 2	Full Coverage Rates					Affiliate Break Rates	
	53 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	6a-2p	\$163					
	M-F	2p-7p	\$338					
	M-SU	7p-12m	\$400					
	M-SU	12m-3a	\$250					
	M-SU	3a-6a	\$38					
	SA-SU	6a-7p	\$375					
	:30, :60, :120 second spots available							
	GOLF	Full Coverage Rates					Affiliate Break Rates	
	74 million HHs	Feed: SINGLE (EST)		21 million HHs				
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-F	6a-7p	\$750	M-F			6a-7p	\$250
	M-SU	7p-12m	\$2,463	M-SU			7p-12m	\$375
	M-SU	12m-3a	\$963	M-SU			12m-3a	\$175
	M-SU	3a-6a	\$213	M-SU			3a-6a	\$75
	SA-SU	6a-7p	\$2,500	SA-SU			6a-7p	\$375
	:30, :60 second spots available			:30, :60 second spots available				
LONGHORN	Full Coverage Rates			Affiliate Break Rates				
	20 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-F	7a-7p	\$63					
	M-F	7p-12m	\$188					
	SA-SU	7a-12n	\$63					
	SA-SU	12n-10p	\$125					
	M-SU	6a-6a	\$50					
	M-SU	12m-6a	\$38					
:15, :30, :60 second spots available								

MLB	Full Coverage Rates			Affiliate Break Rates				
	54 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	M-SU	2a-6a	\$225					
	M-F	5p-8p	\$1,875					
	SA-SU	5p-8p	\$2,493					
	M-F	8p-12m	\$3,725					
	SA-SU	8p-12m	\$2,340					
	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 available							
NBA	Full Coverage Rates			Affiliate Break Rates				
	49 million HHs	Feed: SINGLE (EST)		18 million HHs	No Affiliate Rates Available			
	Daypart	Hours	Rate	Daypart			Hours	Rate
	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
	M-SU	7p-12m	\$1,500					
	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					
	:30, :60, :90 & :120 second spots available							
NESN	Full Coverage Rates			Affiliate Break Rates				
	4 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available				
	Daypart	Hours	Rate					
	Red Sox First Pitch	6-6:30p	\$1,375					
	Red Sox Gameday	6:30-7p	\$1,875					
	Red Sox In-Game	7-10p	\$13,750					
	Red Sox Extra Innings	10-10:30p	\$3,000					
	Red Sox Final	10:30-11p	\$1,875					
	Bruins Face Off	6:30-7p	\$2,000					
	Bruins In-Game	7-9:30p	\$15,000					
	Bruins Overtime	930-10p	\$3,750					
	Dennis & Callahan	6a-9a	\$188					
	NESN Sports Today	11p-12m	\$438					
	:15, :30, :60 second spots available							
NFL	Full Coverage Rates			Affiliate Break Rates				
	54 million HHs			16 million HHs	No Affiliate Rates Available			
	Daypart	Hours	Rate	Daypart			Hours	Rate
	M-F	6a-9a	\$1,125	M-F			6a-9a	\$250
	SA-SU	6a-9a	\$2,000	SA-SU			6a-9a	\$313
	M-F	9a-4p	\$2,000	M-F			9a-4p	\$313
	SA-SU	9a-4p	\$5,000	SA-SU			9a-4p	\$750
	M-SU	4p-7p	\$4,000	M-SU			4p-7p	\$800
	M-SU	12m-3a	\$2,750	M-SU			12m-3a	\$525
	M-SU	3a-6a	\$875	M-SU			3a-6a	\$125
	M-SU	7p-12m	\$5,250	M-SU			7p-12m	\$875
	:15, :30, :60, :120 second spots available							

NHL	Full Coverage Rates		Affiliate Break Rates	
	42 million HHs			13 million HHs
	Daypart	Hours	Rate	Daypart
	M-F	6a-1p	\$500	M-F
	M-F	1p-6p	\$613	M-F
	M-SU	6p-2a	\$1,500	M-SU
	SA-SU	6a-6p	\$1,300	SA-SU
	M-SU	2a-6a	\$475	M-SU
	:30, :60 second spots available			:30, :60 second spots available
OUTDOOR	Full Coverage Rates		Affiliate Break Rates	
	38 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-F	6a-3p	\$250	
	M-F	3p-7p	\$313	
	M-SU	7p-2a	\$375	
	SA-SU	6a-7p	\$413	
	SA-SU	7p-2a	\$288	
	M-SU	2a-6a	\$150	
	:30, :60, :120 second spots available			
PURSUIT	Full Coverage Rates		Affiliate Break Rates	
	35 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-SU	2a-6a	\$88	
	M-SU	6a-9a	\$88	
	M-SU	9a-6p	\$113	
	M-SU	6p-8p	\$163	
	M-SU	8p-11p	\$225	
	M-SU	11p-12m	\$225	
	M-SU	12a-2a	\$163	
	:30, :60, :120 second spots available			
RACER	Full Coverage Rates		Affiliate Break Rates	
	20 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-F	9a-4p	\$500	
	M-F	4p-12m	\$750	
* formerly MAVTV	SA-SU	9a-2a	\$500	
	:30, :60 second spots available			
REV'N	Full Coverage Rates		Affiliate Break Rates	
	31 million HHs	Feed: DUAL		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-F	8a-4p	\$38	
	M-F	4p-8p	\$38	
	M-SU	8p-12m	\$52	
	M-SU	12m-3a	\$41	
	SA-SU	12n-4p	\$37	
	SA-SU	8a-12n	\$42	
	SA-SU	4p-8p	\$40	
	M-SU	3a-8a	\$30	
	M-SU	6a-6a	\$50	
	:15, :30, :60, :120 second spots available			

SEC	Full Coverage Rates			Affiliate Break Rates		
	40 million HHs	Feed: SINGLE (EST)		8 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-F	6a-6p	\$175	M-F	6a-6p	\$63
	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 spots available			:30, :60 second spots available			
SPORTSMAN	Full Coverage Rates			Affiliate Break Rates		
	38 million HHs	Feed: SINGLE (EST)		7 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	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			
:30, :60, :120 second spots available			:30, :60 second spots available			
TENNIS	Full Coverage Rates			Affiliate Break Rates		
	60 million HHs	Feed: SINGLE (EST)		30 million HHs		
	Daypart	Hours	Rate	Daypart	Hours	Rate
	M-SU	6a-9a	\$275	M-SU	6a-9a	\$38
	M-SU	9a-7p	\$525	M-SU	9a-7p	\$125
	M-SU	7p-12m	\$525	M-SU	7p-12m	\$125
	M-SU	12m-3a	\$275	M-SU	12m-3a	\$75
	M-SU	3a-6a	\$125	M-SU	3a-6a	\$38
:30, :60 second spots available			:30, :60 second spots available			
THE ACTION CHANNEL	Full Coverage Rates			Affiliate Break Rates		
	35 million HHs	Feed: DUAL		No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	8a-10a	\$38			
	M-F	10a-5p	\$38			
	M-SU	5p-7p	\$42			
	M-SU	7p-12m	\$49			
	M-SU	12m-2a	\$35			
	SA-SU	10a-5p	\$42			
	M-SU	6a-6a	\$42			
:15, :30, :60, :120 second spots available						
WILLOW TV	Full Coverage Rates			Affiliate Break Rates		
	5 million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-SU	6a-10a	\$250			
	M-SU	10a-2p	\$225			
	M-SU	2p-6p	\$225			
	M-SU	6p-11p	\$450			
	M-SU	11p-3a	\$375			
	M-SU	3a-6a	\$188			
:60, :90, :120 second spots available						
WORLD FISHING	Full Coverage Rates			Affiliate Break Rates		
	million HHs			No Affiliate Rates Available		
	Daypart	Hours	Rate			
	M-F	6a-7p	\$25			
	M-SU	7p-2a	\$38			
	SA-SU	6a-7p	\$38			
	M-SU	2a-6a	\$13			
:60, :90, :120 second spots available						

YES	Full Coverage Rates			Affiliate Break Rates
	15 million HHs	Feed: SINGLE (EST)		No Affiliate Rates Available
	Daypart	Hours	Rate	
	M-F	6a-9a	\$250	
	M-F	9a-1p	\$313	
	M-F	1p-6p	\$438	
	M-F	6p-8p	\$500	
	M-SU	8p-11p	\$500	
	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.

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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