

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

WOMEN'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.

| ASPIRE | Full Coverage Rates | | | Affiliate Break Rates | | | |
|--------------------|--------------------------|-------------------|-------------|-----------------------------------|-----------------|-------------|--|
| | 38 million HHs | Feed: SING | SLE (EST) | | | | |
| lasnira | Daypart | Hours | <u>Rate</u> | | | | |
| | M-F | 6a-12n | \$213 | | | | |
| | M-F | 12n-6p | \$300 | | | | |
| | M-F | 6p-1a | \$350 | | | | |
| | M-F | 1a-6a | \$238 | No Affiliate | Rates Available | | |
| | SA-SU | 6a-12n | \$250 | | | | |
| | SA-SU | 12n-6p | \$375 | | | | |
| | SA-SU | 6p-1a | \$450 | | | | |
| | SA-SU | 1a-6a | \$250 | | | | |
| | :30, :60 & :120 second | l spots available |) | | | | |
| BBC AMERICA | Full Coverage Rates | | | Affiliate Break Rates | | | |
| | 76 million HHs | Feed: [| DUAL | 30 million HHs | | | |
| BIBIC | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| | M-F | 6a-2p | \$750 | M-F | 6a-2p | \$175 | |
| AMERICA | M-F | 2p-6p | \$1,438 | M-F | 2p-6p | \$300 | |
| | M-SU | 6p-12m | \$3,625 | M-SU | 6p-12m | \$350 | |
| | * w/late night mirr | | | * w/late night mirror from 12m-6a | | | |
| | SA-SU | 6a-6p | \$1,813 | SA-SU | 6a-6p | \$300 | |
| | :15, :30, :60, :120 seco | ond spots availa | ble | :30, :60 second spots available | | | |
| BETher | Full Coverage Rates | | | Affiliate Break Rates | | | |
| | 40 million HHs | Feed: [| DUAL | | | | |
| EE LIED | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | | | |
| | M-F | 6a-10a | \$175 | | | | |
| | M-F | 10a-3p | \$450 | | | | |
| | M-F | 3p-7p | \$450 | | | | |
| | M-F | 7p-11p | \$800 | | | | |
| | M-F | 11p-2a | \$500 | No Affiliate | Rates Available | | |
| | M-F | 2a-4a | \$175 | | | | |
| | M-F | 4a-6a | \$125 | | | | |
| | SA-SU | 6a-9a | \$163 | | | | |
| | SA-SU | 9a-6p | \$350 | | | | |
| ** | SA-SU | 6p-11p | \$625 | | | | |
| * formerly Centric | :30, :60 second spots a | vailable | | | | | |

| BRAVO | Full Coverage Rates | | | Affiliate Break Rate | S | | |
|---------------------------|----------------------------|------------------|-----------------------------|--------------------------------------|------------------|----------------------|--|
| | 84 million HHs | | Feed: DUAL | 23 million HHs | | | |
| | Daypart | Hours | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| bravo | M-SU | 6a-8a | \$1,750 | M-SU | 6a-8a | \$150 | |
| | M-F | 8a-3p | \$3,125 | M-F | 8a-3p | \$375 | |
| | M-F | 3p-7p | \$6,500 | M-F | 3p-7p | \$625 | |
| | M-SU | 7p-2a | \$12,500 | M-SU | 7p-2a | \$700 | |
| | SA-SU | 8a-7p | \$6,750 | SA-SU | 8a-7p | \$650 | |
| | M-SU | 2a-6a | \$750 | M-SU | 2a-6a | \$100 | |
| | :15, :30, :60, :120 seco | nd spots | available | :15, :30, :60 second sp | oots available | | |
| CHARGE | Full Coverage Rates | | | Affiliate Break Rate | S | | |
| | 105 million HHs | | Feed: DUAL | | | | |
| CHA RGE! | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | | | |
| CHA | M-SU | 3a-5a | \$38 | | | | |
| | M-SU | 5a-10a | \$63 | | | | |
| | M-F | 8a-4p | \$750 | | | | |
| | M-F | 4p-8p | \$1,000 | No Affiliat | e Rates Avail | able | |
| | M-SU | 8p-1a | \$1,000 | | | | |
| | M-SU | 1a-3a | \$200 | | | | |
| | SA-SU | 5a-12n | \$63 | | | | |
| | SA-SU | 12n-8p | \$750 | | | | |
| | :30, :60, :120 second s | pots avai | ilable | | | | |
| COOKING | Full Coverage Rates | | | Affiliate Break Rate | S | | |
| | 50 million HHs | | d: SINGLE (EST) | 15 million HHs | | | |
| COOKING | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| CHANNEL | M-F | 7a-3p | \$688 | M-F | 7a-3p | \$250 | |
| | M-F | 3p-6p | \$1,375 | M-F | 3р-6р | \$313 | |
| | M-F | 6p-8p | \$1,750 | M-F | 6p-8p | \$375 | |
| | M-SU | 8p-12m | | M-SU | 8p-12m | \$700 | |
| | * w/late night mirr | | | M-SU | 12m-4a | \$188 | |
| | SA-SU | 7a-8p | \$1,500 | SA-SU | 7a-8p | \$375 | |
| | :15, :30, :60, :120 seco | nd spots | available | :15, :30, :60 second spots available | | | |
| DISCOVERY FAMILY | Full Coverage Rates | _ | L CINCLE (ECT) | Affiliate Break Rates | | | |
| Discovery | 27 million HHs | | d: SINGLE (EST) | 8 million HHs | | Data | |
| ramuy | <u>Daypart</u> | Hours | <u>Rate</u> | <u>Daypart</u> | Hours | <u>Rate</u> | |
| | M-F | 6a-9a | \$63 | M-F | 6a-9a | \$63 | |
| | M-F M-F | 9a-5p | \$113 \$225 | M-F | 9a-5p | \$88 ¢135 | |
| | | 5p-7p | \$225 n \$313 | M-F | 5p-7p | \$125 \$188 | |
| | M-SU M-SU | 7p-12m 12m-6a | | M-SU M-SU | 7p-12m 12m-6a | \$50 | |
| | SA-SU | 6a-7p | | SA-SU | 6a-7p | | |
| * formerly Discovery Kids | :30, :60, :120 second s | • | \$188 ilable | :30, :60 second spots | • | \$163 | |
| DISCOVERY LIFE | Full Coverage Rates | pots avai | inable | Affiliate Break Rate | | | |
| DISCOVERT LIFE | 44 million HHs | Foo | d: SINGLE (EST) | | 5 | | |
| DISCOVERY | | | | 26 million HHs | Hours | Pato | |
| | <u>Daypart</u> M-SU | Hours 6a-9a | <u>Rate</u> \$175 | <u>Daypart</u> M-SU | 6a-9a | <u>Rate</u> \$100 | |
| LITE | M-F | 9a-4p | \$375 | M-F | 9a-4p | \$100 \$138 | |
| | M-F | 9а-4р 4р-8р | \$563 | M-F | 9а-4р 4р-8р | \$150 \$150 | |
| | M-SU * | 4р-ор 8р-12m | | M-SU | 4р-ор 8р-12m | \$130 \$175 | |
| | * w/late night mirr | • | | M-SU | 12m-4a | \$63 | |
| | M-SU | 4a-6a | \$150 | M-SU | 4a-6a | \$60 | |
| * formerly Discovery | SA-SU | 9a-8p | \$725 | SA-SU | 9a-8p | \$150 | |
| Health & Fitness | :15, :30, :60, :120, :300 | | | :15, :30, :60 second s | - | 7130 | |
| חבמונוו מ דונוופטט | 1.13, .30, .00, .120, .300 |) SECOIIU | shors available | .±0, .30, .00 second S | ous available | | |

| E! | Full Coverage Rates | | | Affiliate Break Rate | S | |
|--|--|--|---|---|--|--|
| | 88 million HHs | Feed | : DUAL | 19 million HHs | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| | M-F | 6a-12n | \$1,625 | M-F | 6a-12n | \$500 |
| | M-F | 12n-6p | \$3,550 | M-F | 12n-6p | \$500 |
| | M-SU | 6p-12m | \$15,500 | M-SU | 6p-12m | \$1,250 |
| | M-SU | 12m-4a | \$4,275 | M-SU | 12m-4a | \$375 |
| | M-SU | 4a-6a | \$250 | M-SU | 4a-6a | \$125 |
| | SA-SU | 6a-6p | \$3,060 | SA-SU | 6a-6p | \$625 |
| | :30, :60, :120 second s | pots available | <u> </u> | :30, :60 second spots | available | |
| FOOD | Full Coverage Rates | | | Affiliate Break Rate | s | |
| | 80 million HHs | Feed | : DUAL | 12 million HHs | | |
| | Daypart | Hours | Rate | <u>Daypart</u> | Hours | <u>Rate</u> |
| | M-F | 8a-3p | \$3,625 | M-F | 8a-3p | \$800 |
| tond | M-F | 3p-6p | \$8,750 | M-F | 3p-6p | \$1,100 |
| 1000 | M-F | 6p-8p | \$10,200 | M-F | 6p-8p | \$1,425 |
| network | M-SU | 8p-12m | \$13,650 | M-SU | 8p-12m | \$1,950 |
| | * w/late night miri | • | | M-SU | 12m-5a | \$350 |
| | M-F | 4a-5a | \$900 | SA-SU | 7a-8p | \$1,550 |
| | SA-SU | 7a-8p | \$6,800 | | | <i>+</i> =/ |
| | :15, :30, :60, :120 seco | • | | :30, :60 second spots | available | |
| FREEFORM | Full Coverage Rates | | | Affiliate Break Rate | | |
| 711221 011111 | 58 million HHs | Feed | : DUAL | 29 million HHs | | |
| Freeform | | | | | Hours | Pata |
| v i eevoi iii | <u>Daypart</u> M-F | <u>Hours</u> 7a-6p | Rate | <u>Daypart</u> M-F | <u>Hours</u> 7a-6p | <u>Rate</u> \$375 |
| | | • | \$3,375 | | • | |
| | M-SU | 6p-12m | \$11,250 | M-SU | 6p-12m | \$0 60 |
| | M-SU | 12m-2a | \$4,000 | M-SU | 12m-2a | \$0 \$0 |
| * f A D C F ! | SA-SU | 7a-6p | \$9,000 | SA-SU | 7a-6p | \$0 |
| * formerly ABC Family | :15, :30, :60, :120 seco | na spots avai | iabie | :30, :60 second spots | available | |
| F V I | Full Coverage Rates | | | | | |
| FYI | | I Family | DUAL | Affiliate Break Rate | S | |
| | 30 million HHs | | : DUAL | 21 million HHs | | Data |
| 4 | 30 million HHs Daypart | <u>Hours</u> | <u>Rate</u> | 21 million HHs Daypart | <u>Hours</u> | Rate |
| fvi | 30 million HHs Daypart M-F | Hours 8a-4p | <u>Rate</u> \$1,125 | 21 million HHs Daypart M-F | Hours 8a-4p | \$188 |
| fyi, | 30 million HHs Daypart M-F M-F | Hours 8a-4p 4p-8p | Rate \$1,125 \$1,563 | 21 million HHs Daypart M-F M-F | Hours 8a-4p 4p-8p | \$188 \$188 |
| fyi, | 30 million HHs Daypart M-F M-F M-SU | Hours 8a-4p 4p-8p 8p-12m | Rate \$1,125 \$1,563 \$3,000 | 21 million HHs Daypart M-F M-F M-SU | Hours 8a-4p 4p-8p 8p-12m | \$188 \$188 \$188 |
| fyi, | 30 million HHs Daypart M-F M-F M-SU M-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a | Rate \$1,125 \$1,563 \$3,000 \$188 | 21 million HHs Daypart M-F M-F M-SU M-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a | \$188 \$188 \$188 \$188 |
| fyi, | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n | \$188 \$188 \$188 \$188 \$188 |
| fyi, | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p | Rate \$1,125 \$1,563 \$3,000 \$188 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p | \$188 \$188 \$188 \$188 |
| fyi, * formerly Biography | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU SA-SU :30, :60 second spots a | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU SA-SU :30,:60 second spots | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available | \$188 \$188 \$188 \$188 \$188 |
| fyi, | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available | \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available | \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s | \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30,:60 second spots Affiliate Break Rate 28 million HHs Daypart M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p | \$188 \$188 \$188 \$188 \$188 \$188 \$1188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a | \$188 \$188 \$188 \$188 \$188 \$188 \$113 \$188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a | \$188 \$188 \$188 \$188 \$188 \$188 \$1188 \$188 \$200 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU M-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU M-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU 30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU :30, :60 second spots | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU ST-SU SA-SU M-SU :30, :60, :120 second s | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU Affiliate Break Rate | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU Affiliate Break Rate 11 million HHs Daypart | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S Hours 6a-2p | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F M- | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p 2p-6a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 PAGLE (EST) Rate \$88 \$88 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F M- | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-2p 2p-6a 6p-2a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F M-F M-F M-F M-F M- | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S Hours 6a-2p 2p-6a 6-8p 8p-2a 2a-6a available S | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F M-F M-F M-F SA-SU M-F M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p 2p-6a 6a-8p 6a-2p 2a-6a pots available | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88 | 21 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S Hours 6a-2p 2p-6a 6a-8p 8p-2a 2a-6a available | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F M-F SA-SU SA-SU SA-SU S10, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p 2p-6a 6a-2p 2p-6a 6a-2p 2p-6a 6a-2p 2p-6a 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88 \$88 \$88 | 21 million HHs Daypart M-F M-F M-SU M-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available S Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |
| * formerly Biography GAC FAMILY Great American Family GAC LIVING Great American | 30 million HHs Daypart M-F M-F M-SU M-SU SA-SU SA-SU :30, :60 second spots a Full Coverage Rates 50 million HHs Daypart M-F M-F SA-SU SA-SU SA-SU SA-SU SA-SU SA-SU M-SU :30, :60, :120 second s Full Coverage Rates 20 million HHs Daypart M-F M-F M-F M-F SA-SU M-F M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available Feed: SI Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a pots available 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a | Rate \$1,125 \$1,563 \$3,000 \$188 \$1,375 \$1,875 NGLE (EST) Rate \$400 \$625 \$688 \$625 \$713 \$125 NGLE (EST) Rate \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$88 \$8 | 21 million HHs Daypart M-F M-F M-SU SA-SU SA-SU :30, :60 second spots Affiliate Break Rate 28 million HHs Daypart M-F M-F SA-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F SA-SU SA-SU M-SU :30, :60 second spots Affiliate Break Rate 11 million HHs Daypart M-F M-F M-F M-F SA-SU | Hours 8a-4p 4p-8p 8p-12m 4a-6a 7a-12n 12n-8p available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available s Hours 6a-2p 2p-6a 6p-2a 6a-8p 8p-2a 2a-6a available | \$188 \$188 \$188 \$188 \$188 \$188 \$188 \$188 |

| Special Color Special Colo | HALLMARK | Full Coverage Rates | | | Affiliate Break Rates | | | |
|---|----------------------------|----------------------------|-----------------|-------------|------------------------------|----------------|-------------|--|
| M-F 6a-2p \$4,000 M-F 6a-6p \$563 | | _ | Feed: | DUAL | 28 million HHs | | | |
| M-F Qp-6p S6,500 M-F 6p-1a S750 SA-SU 6a-6p S625 SA-SU 6a-6p S8,500 SA-SU 6a-6p S125 SA-SU | | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| M-F 6p-1a 57,500 SA-5U 6p-1a 5875 SA-5U 6p-1a 51,250 SA-5U 6p-1a 51,250 SA-5U 6p-1a 51,250 SA-5U 6p-1a 51,250 SA-5U 6p-1a 52,250 SA-5U 6p-1a 52,200 SA-5U 6p-1a | #allmark | M-F | 6a-2p | \$4,000 | M-F | 6a-6p | \$563 | |
| SA-SU 69-19 \$1,000 M-SU 1a-6a \$125 | CHANNEL | M-F | 2р-6р | \$6,500 | M-F | 6p-1a | \$750 | |
| SA-SU 6p-1a S10,000 M-SU 1a-6a S125 | | M-F | 6p-1a | \$7,500 | SA-SU | 6a-6p | \$625 | |
| M-SU 2a-4a S2,000 M-SU 3a-6a S1,250 M-SU 3c-60 second spots available M-F 6a-2p S1,875 M-F 6a-6a \$63 M-F 6a-6a \$63 M-F 6a-6a \$63 M-F 6a-2p S1,875 M-F 6a-6a \$63 | | SA-SU | 6a-6p | \$8,500 | SA-SU | 6p-1a | \$875 | |
| HALLMARK FAMILY Full Coverage Rates | | SA-SU | 6p-1a | \$10,000 | M-SU | 1a-6a | \$125 | |
| 30, :60 second spots available 30, :60 second spots available | | M-SU | 2a-4a | \$2,000 | | | | |
| HALLMARK FAMILY | | M-SU | 4a-6a | \$1,250 | | | | |
| ### Action Part Par | | :30, :60 second spots a | vailable | | :30, :60 second spots a | vailable | | |
| Daypart Hours Rate M-F Ga-2p S1,875 M-F Ga-6a \$63 | HALLMARK FAMILY | Full Coverage Rates | | | Affiliate Break Rates | | | |
| M.F. 2p-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6a-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6p-1a 53,000 M.F. 6p-1a 55,500 M.F. 6p-1a 55,500 M.F. 6p-1a 59,000 M.F. 6p-1a 59,000 M.F. 6p-1a 5750 M.F. 6a-6p 5625 M.F. 6a-6p 5125 | ه پښتو | 41 million HHs | Feed: SIN | GLE (EST) | 1.2 million HHs | | | |
| M.F. 2p-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6a-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6p-1a 53,000 M.F. 6p-1a 55,500 M.F. 6p-1a 55,500 M.F. 6p-1a 59,000 M.F. 6p-1a 59,000 M.F. 6p-1a 5750 M.F. 6a-6p 5625 M.F. 6a-6p 5125 | - Hallmark | Daypart | Hours | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | Rate | |
| M.F. 2p-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6a-6p 52,750 M.F. 6p-1a 52,500 SA-SU 6p-1a 53,000 M.F. 6p-1a 55,500 M.F. 6p-1a 55,500 M.F. 6p-1a 59,000 M.F. 6p-1a 59,000 M.F. 6p-1a 5750 M.F. 6a-6p 5625 M.F. 6a-6p 5125 | Lamily | M-F | 6a-2p | \$1,875 | | 6a-6a | \$63 | |
| #Formerly Hallmark Drama ### HALLMARK MYSTERY Sp million HHs Feed: DUAL 10 million HHs | | M-F | 2р-6р | \$2,125 | | | | |
| *Formerly Hallmark Drama **HALLMARK MYSTERY* **Formerly Hallmark Drama **HALLMARK MYSTERY* **Formerly Hallmark Drama **HALLMARK MYSTERY* **Formerly Hours* **Daypart* M-F 6a-2p 5450 M-F 6a-6p 5625 | | SA-SU | 6a-6p | \$2,750 | | | | |
| #Formerly Hallmark Drama 30, :60 second spots available :30, :60 second spots available :30, :60 second spots available :30, :60 second spots available | | M-F | 6p-1a | \$2,500 | | | | |
| # Formerly Hallmark Drama 30, :60 second spots available 30, :60 second spots available ### HALLMARK MYSTERY 59 million HHs Feed: DUAL 10 million HHs ### Daypart Hours Rate M-F 6a-2p \$450 M-F 6a-6p \$625 ### M-F 2p-6p \$500 M-F 6p-1a \$750 \$\$ SA-\$U 6a-6p \$550 SA-\$U 6p-1a \$875 \$\$ SA-\$U 6p-1a \$550 SA-\$U 6p-1a \$875 \$\$ SA-\$U 6p-1a \$625 M-\$U 1a-6a \$125 ### Formerly Hallmark Movies 30, :60 second spots available #### HGTV Full Coverage Rates 90 million HHs Feed: DUAL 18 million HHs #### Daypart Hours Rate M-F 7a-9a \$13, 500 ### M-F 7a-9a \$3,750 M-F 9a-3p \$1,500 ### M-F 3p-6p \$9,250 M-F 9a-3p \$1,500 ### M-SU * 8p-9p \$30,000 * w/late night mirror from 3a-4a ### M-SU * 9p-12m \$31,250 M-\$U 8p-9p \$3,500 ### w/late night mirror from 12m-3a M-F 4-7a \$2,250 \$\$ SA-SU \$1p-8p \$14,500 SA-SU \$1p-8p \$2,500 ### Sa-BU \$10,000 SA-SU \$1p-8p \$2,500 ### M-F 7a-8a \$2,250 M-F 7a-8a \$2,250 ### M-F 7a-8a \$2,250 M-F 7a-8a \$2,250 ### Ba-4p \$3,500 M-F 4p-8p \$650 ### M-F 7a-8a \$250 M-F 7a-8a \$250 ### A-F 7a-8a \$250 M-F 7a-8a \$250 #### M-F 7a-8a \$250 M-F 4p-8p \$650 #### M-F 7a-8a \$250 M-F 4p-8p \$650 #### M-F 7a-8a \$250 M-F 4p-8p \$650 ##### M-F 7a-8a \$250 M-F 4p-8p \$650 ################################### | | SA-SU | 6p-1a | \$3,000 | | | | |
| # Formerly Hallmark Drama 30, :60 second spots available 30, :60 second spots available ### HALLMARK MYSTERY 59 million HHs Feed: DUAL 10 million HHs ### Daypart Hours Rate M-F 6a-2p \$450 M-F 6a-6p \$625 ### M-F 2p-6p \$500 M-F 6p-1a \$750 \$\$ SA-\$U 6a-6p \$550 SA-\$U 6p-1a \$875 \$\$ SA-\$U 6p-1a \$550 SA-\$U 6p-1a \$875 \$\$ SA-\$U 6p-1a \$625 M-\$U 1a-6a \$125 ### Formerly Hallmark Movies 30, :60 second spots available #### HGTV Full Coverage Rates 90 million HHs Feed: DUAL 18 million HHs #### Daypart Hours Rate M-F 7a-9a \$13, 500 ### M-F 7a-9a \$3,750 M-F 9a-3p \$1,500 ### M-F 3p-6p \$9,250 M-F 9a-3p \$1,500 ### M-SU * 8p-9p \$30,000 * w/late night mirror from 3a-4a ### M-SU * 9p-12m \$31,250 M-\$U 8p-9p \$3,500 ### w/late night mirror from 12m-3a M-F 4-7a \$2,250 \$\$ SA-SU \$1p-8p \$14,500 SA-SU \$1p-8p \$2,500 ### Sa-BU \$10,000 SA-SU \$1p-8p \$2,500 ### M-F 7a-8a \$2,250 M-F 7a-8a \$2,250 ### M-F 7a-8a \$2,250 M-F 7a-8a \$2,250 ### Ba-4p \$3,500 M-F 4p-8p \$650 ### M-F 7a-8a \$250 M-F 7a-8a \$250 ### A-F 7a-8a \$250 M-F 7a-8a \$250 #### M-F 7a-8a \$250 M-F 4p-8p \$650 #### M-F 7a-8a \$250 M-F 4p-8p \$650 #### M-F 7a-8a \$250 M-F 4p-8p \$650 ##### M-F 7a-8a \$250 M-F 4p-8p \$650 ################################### | | | - | | | | | |
| HALLMARK MYSTERY Full Coverage Rates S9 million HHs Feed: DUAL 10 million HHs M-F 6a-2p \$450 M-F 6a-6p \$625 M-F 6p-1a \$750 \$5.4-\$U 6p-1a \$550 \$5.4-\$U 6p-1a \$875 \$5.54-\$U 6p-1a \$125 \$1.25 | * Formerly Hallmark Drama | | vailable | | :30, :60 second spots a | vailable | | |
| MySTERY | HALLMARK | Full Coverage Rates | | | Affiliate Break Rates | | | |
| M-F 6a-2p \$450 M-F 6a-6p \$625 | MYSTERY | | Feed: | DUAL | 10 million HHs | | | |
| M-F 2p-6p \$500 M-F 6p-1a \$750 | . 👑 . | <u>Daypart</u> | Hours | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| SA-SU 6a-6p \$550 SA-SU 6a-6p \$688 M-F 6p-1a \$550 SA-SU 6p-1a \$875 SA-SU 6p-1a \$550 SA-SU 6p-1a \$875 M-SU 1a-6a \$163 *formerly Hallmark Movies :30, :60 second spots available HGTV Full Coverage Rates 90 million HHs Feed: DUAL 18 million HHs Daypart Hours Rate Daypart Hours Rate M-F 7a-9a \$3,3750 M-F 7a-9a \$813 M-F 9a-3p \$77,250 M-F 9a-3p \$1,500 M-F 3p-6p \$9,250 M-F 3p-6p \$1,875 M-SU 6p-8p \$10,750 M-SU 6p-8p \$2,125 M-SU 6p-8p \$10,750 M-SU 6p-8p \$2,125 M-SU 8p-9p \$30,000 *Wlate night mirror from 3a-4a M-SU 9p-12m \$31,250 * w/late night mirror from 12m-3a M-F 4-7a \$2,250 M-F 4-7a \$1,000 SA-SU 1p-8p \$14,000 SA-SU 1p-8p \$2,500 30, :60, :120 second spots available 30 million HHs Lifetime Full Coverage Rates S2 million HHs Feed: DUAL 35 million HHs Daypart Hours Rate Daypart Hours Rate M-F 7a-8a \$250 M-F 7a-8a \$250 M-F 8a-4p \$3,500 M-F 8a-4p \$500 M-F 4p-8p \$5,500 M-F 4p-8p \$650 M-SU 4p-8p \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU 12n-8p \$1,125 * w/late night mirror from 12m-4a \$4,930 SA-SU | Hallmark | M-F | 6a-2p | \$450 | M-F | 6a-6p | \$625 | |
| *formerly Hallmark Movies | 人 <i>)</i> Mystery | M-F | 2р-6р | \$500 | M-F | 6p-1a | \$750 | |
| *formerly Hallmark Movies | | SA-SU | 6a-6p | \$550 | SA-SU | 6а-6р | \$688 | |
| #formerly Hallmark Movies HGTV Full Coverage Rates 90 million HHs Peed: DUAL 18 million HHs 18 mil | | M-F | 6p-1a | \$550 | SA-SU | 6p-1a | \$875 | |
| *formerly Hallmark Movies :30, :60 second spots available :30, :60 sec | | SA-SU | 6p-1a | \$625 | M-SU | 1a-6a | \$125 | |
| HGTV | | M-SU | 1a-6a | \$163 | | | | |
| N-F Po Po Po Po Po Po Po P | * formerly Hallmark Movies | :30, :60 second spots a | vailable | | :30, :60 second spots a | vailable | | |
| Daypart | HGTV | Full Coverage Rates | | | Affiliate Break Rates | | | |
| M-F | | 90 million HHs | Feed: | DUAL | 18 million HHs | | | |
| M-F 9a-3p \$7,250 M-F 9a-3p \$1,500 | | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| M-F 3p-6p \$9,250 M-F 3p-6p \$1,875 | | M-F | 7a-9a | \$3,750 | M-F | 7a-9a | \$813 | |
| M-SU 6p-8p \$10,750 M-SU 6p-8p \$2,125 | LCT | M-F | 9a-3p | \$7,250 | M-F | 9a-3p | \$1,500 | |
| M-SU * 8p-9p | ПОІТ | M-F | 3р-6р | \$9,250 | M-F | 3p-6p | \$1,875 | |
| * w/late night mirror from 3a-4a M-SU* 9p-12m \$31,250 * w/late night mirror from 12m-3a M-F 4-7a \$2,250 SA-SU 7a-1p \$10,000 SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$2,000 SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$2,500 SA-SU 1p-8p \$10,000 SA-SU 1p-8p \$10,000 SA-SU 1p-8p \$10,000 SA-SU 1p-8p \$2,500 M-F 4p-8p \$2,500 M-F 7a-8a \$250 M-F 7a-8a \$250 M-F 7a-8a \$250 M-F 8a-4p \$3,500 M-F 8a-4p \$3,500 M-F 4p-8p \$5,500 M-F 4p-8p \$5,500 M-F 4p-8p \$5,500 M-SU * 6p-12m \$8,450 * w/late night mirror from 12m-4a SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | START AT HOME | M-SU | 6p-8p | \$10,750 | M-SU | 6p-8p | \$2,125 | |
| M-SU* 9p-12m \$31,250 M-SU 9p-12m \$3,500 * w/late night mirror from 12m-3a * w/late night mirror from 12m-3a M-F | | M-SU * | 8p-9p | \$30,000 | M-SU | 8p-9p | \$3,500 | |
| * w/late night mirror from 12m-3a M-F | | * w/late night mirr | | | * w/late night mirr | or from 3a-4a | | |
| M-F 4-7a \$2,250 M-F 4-7a \$1,000 SA-SU 7a-1p \$2,000 SA-SU 7a-1p \$2,000 SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$2,500 \$30, :60, :120 second spots available \$30, :60 second spots a | | | • | | | • | \$3,500 | |
| SA-SU 7a-1p \$10,000 SA-SU 7a-1p \$2,000 SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$2,500 \$30, :60, :120 second spots available :30, :60 second spots available | | * w/late night mirr | or from 12m-3 | | * w/late night mirr | or from 12m-3a | | |
| SA-SU 1p-8p \$14,500 SA-SU 1p-8p \$2,500 | | M-F | | | M-F | | | |
| 30, :60, :120 second spots available :30, :60 second spots available :30, :60 second spots available :30, :60 second spots available | | SA-SU | 7a-1p | | SA-SU | 7a-1p | | |
| Second Color | | | | \$14,500 | | | \$2,500 | |
| S2 million HHs Feed: DUAL 35 million HHs | | :30, :60, :120 second s | pots available | | :30, :60 second spots a | vailable | | |
| Daypart Hours Rate Daypart Hours Rate M-F 7a-8a \$250 M-F 7a-8a \$250 M-F 8a-4p \$3,500 M-F 8a-4p \$500 M-F 4p-8p \$5,500 M-F 4p-8p \$650 M-SU * 6p-12m \$8,450 M-SU * 8p-12m \$1,188 * w/late night mirror from 12m-4a * w/late night mirror from 12m-4a \$A-SU 12n-8p \$1,125 | LIFETIME | Full Coverage Rates | | | Affiliate Break Rates | | | |
| M-F 8a-4p \$3,500 M-F 8a-4p \$500 M-F 4p-8p \$5,500 M-F 4p-8p \$650 M-SU * 6p-12m \$8,450 M-SU * 8p-12m \$1,188 * w/late night mirror from 12m-4a SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | T 00 10 | 82 million HHs | Feed: | DUAL | 35 million HHs | | | |
| M-F 8a-4p \$3,500 M-F 8a-4p \$500 M-F 4p-8p \$5,500 M-F 4p-8p \$650 M-SU * 6p-12m \$8,450 M-SU * 8p-12m \$1,188 * w/late night mirror from 12m-4a SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | I ifotimo | | | | | · | | |
| M-F 8a-4p \$3,500 M-F 8a-4p \$500 M-F 4p-8p \$5,500 M-F 4p-8p \$650 M-SU * 6p-12m \$8,450 M-SU * 8p-12m \$1,188 * w/late night mirror from 12m-4a SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | Lycume | M-F | 7a-8a | | M-F | | | |
| M-SU * 6p-12m \$8,450 M-SU * 8p-12m \$1,188 * w/late night mirror from 12m-4a SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | | M-F | 8a-4p | \$3,500 | M-F | 8a-4p | | |
| * w/late night mirror from 12m-4a | | | 4p-8p | \$5,500 | | 4p-8p | \$650 | |
| SA-SU 12n-8p \$4,930 SA-SU 12n-8p \$1,125 | | | • | | | • | \$1,188 | |
| | | _ | from 12m-4a | | • | | | |
| :15, :30, :60, :90 second spots available :15, :30, :60 second spots available | | | • | | | | | |
| · · · · · · · · · · · · · · · · · · · | | :15, :30, :60, :90 secon | d spots availat | ole | :15, :30, :60 second spo | ots available | | |

| LIFETIME MOVIES | Full Coverage Rates | | | Affiliate Break Rate | es | |
|---------------------------------------|--------------------------|-----------------|-------------|-----------------------|-----------------|-------------|
| | 57 million HHs | Feed: | DUAL | 20 million HHs | | |
| h,d | Daypart | Hours | Rate | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| | M-F | 6a-4p | \$2,750 | M-F | 6a-4p | \$750 |
| · · · · · · · · · · · · · · · · · · · | M-F | 4p-8p | \$3,875 | M-F | 4p-8p | \$1,000 |
| LIFETIME MOVIE NETWORK | M-SU * | 8p-12m | \$6,375 | M-SU * | 8p-12m | \$1,500 |
| NETWORK | * w/late night mirror | r from 12m-6a | | * w/late night mirro | or from 12m-6a | |
| | SA-SU | 6a-8p | \$4,625 | SA-SU | 6a-8p | \$1,250 |
| | :15,:30, :60, :120 secon | nd spots availa | ble | :30, :60 second spots | available | |
| LIFETIME REAL | Full Coverage Rates | | | Affiliate Break Rate | es | |
| WOMEN | 10 million HHs | Feed: SIN | GLE (EST) | 3 million HHs | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| | M-F | 6a-4p | \$50 | M-F | 6a-4p | \$13 |
| | M-F | 4p-8p | \$80 | M-F | 4p-8p | \$13 |
| | M-SU * | 8p-12m | \$75 | M-SU | 8p-12m | \$13 |
| | * w/late night mirror | r from 12m-4a | | M-SU | 12m-6a | \$13 |
| | M-SU | 4a-6a | \$30 | SA-SU | 6a-8p | \$13 |
| | SA-SU | 6a-8p | \$55 | | • | |
| | :30, :60 second spots a | - | | :30, :60 second spots | available | |
| LOGO TV | Full Coverage Rates | | | Affiliate Break Rate | es | |
| | 46 million HHs | Feed: | DUAL | 33 million HHs | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| DAA | M-F | 6a-10a | \$125 | M-F | 6a-10a | \$50 |
| | M-F | 10a-12n | \$188 | M-F | 10a-12n | \$150 |
| | SA-SU | 6a-12n | \$200 | M-F | 12n-6p | \$163 |
| | M-F | 12n-6p | \$250 | M-SU | 6p-8p | \$200 |
| V | SA-SU | 12n-6p | \$313 | M-SU | 8p-12m | \$225 |
| | M-SU | 6p-8p | \$438 | M-SU | 12m-2a | \$150 |
| | M-SU | 8p-12a | \$563 | M-SU | 2a-6a | \$25 |
| | M-SU | 12a-2a | \$250 | SA-SU | 6a-12n | \$175 |
| | | | | SA-SU | 12n-6p | \$188 |
| * formerly VH1 Megahits | :30, :60, :120 second s | pots available | | :30, :60, :120 second | spots available | |
| MAGNOLIA | Full Coverage Rates | | | Affiliate Break Rate | es | |
| | 61 million HHs | Feed: | DUAL | 18 million HHs | | |
| MAGNOLIA | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| NETWORK | M-F | 7a-9a | \$500 | M-F | 7a-9a | \$75 |
| | M-F | 9a-4p | \$1,000 | M-F | 9a-4p | \$138 |
| | M-F | 4p-6p | \$1,625 | M-F | 4p-6p | \$200 |
| | M-F | 6p-8p | \$2,125 | M-F | 6p-8p | \$263 |
| | M-SU | 8p-12m | \$4,900 | M-SU | 8p-12m | \$625 |
| | SA-SU | 7a-1p | \$2,875 | SA-SU | 7a-1p | \$438 |
| | SA-SU | 1p-8p | \$2,227 | SA-SU | 1p-8p | \$438 |
| * formerly DIY | :30, :60, :120 second s | pots available | | :30, :60 second spots | available | |
| MTV | Full Coverage Rates | | | Affiliate Break Rate | es | |
| | 78 million HHs | Feed: | DUAL | 20 million HHs | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| | M-SU | 6a-9a | \$500 | M-SU | 6a-11a | \$250 |
| | M-SU | 9a-11a | \$1,625 | M-SU | 11a-3p | \$350 |
| | M-SU | 11a-7p | \$3,000 | M-SU | 3p-6p | \$438 |
| _ | M-SU | 7p-12m | \$9,625 | M-SU | 6p-12m | \$563 |
| | M-SU | 12m-3a | \$2,250 | M-SU | 12m-3a | \$250 |
| | M-SU | 3a-6a | \$375 | M-SU | 3a-6a | \$50 |
| | :30, :60 second spots a | vailable | | :30, :60 second spots | available | |

| MTV2 | Full Coverage Rates | | | Affiliate Break Rates | | | | |
|-------------------------|----------------------------|------------------|----------------------|---------------------------------------|--|----------------------|--|--|
| A | 80 million HHs | Feed: | DUAL | 50 million HHs | | | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | |
| MTV2 | M-SU | 6a-11a | \$375 | M-SU | 6a-11a | \$125 | | |
| | M-SU | 11a-3a | \$938 | M-SU | 11a-3a | \$188 | | |
| 11. | M-SU | 3a-6a | \$188 | M-SU | 3a-6a | \$63 | | |
| | :30, :60 second spots a | available | | :30, :60 second spots a | available | | | |
| NICK @ NITE | Full Coverage Rates | | | Affiliate Break Rates | 5 | | | |
| | 80 million HHs | Feed: | DUAL | 30 million HHs | | | | |
| nick@nite | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | |
| | M-SU | 8p-1a | \$9,563 | M-SU | 8p-12m | \$375 | | |
| | M-SU | 1a-4a | \$8,500 | M-SU | 12m-4a | \$250 | | |
| | M-SU | 4a-6a | \$7,500 | M-SU | 4a-6a | \$438 | | |
| | M-SU | 6a-7a | \$5,500 | M-SU | 6a-7a | \$500 | | |
| | :30, :60 second spots a | available | | :30, :60 second spots a | available | | | |
| OPRAH WINFREY | Full Coverage Rates | | | Affiliate Break Rates | 5 | | | |
| | 71 million HHs | Feed: | DUAL | 33 million HHs | | | | |
| / NA/RI | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | |
| CAALA | SA-SU | 6a-9a | \$1,900 | M-SU | 6a-9a | \$225 | | |
| OPRAH WINFREY NETWORK | M-F | 9a-4p | \$2,175 | M-F | 9a-4p | \$450 | | |
| | M-F | 4p-8p | \$2,400 | M-F | 4p-8p | \$475 | | |
| | M-SU | 8p-12m | \$6,875 | M-SU | 8p-12m | \$575 | | |
| | * w/late night mirro | r from 12m-4a | | M-SU | 12m-4a | \$238 | | |
| | SA-SU | 9a-8p | \$2,550 | M-SU | 4a-6a | \$163 | | |
| | | | | SA-SU | 9a-8p | \$475 | | |
| | :30, :60, :120 second s | pots available | | :30, :60, :120 second spots available | | | | |
| OVATION | Full Coverage Rates | | | Affiliate Break Rates | | | | |
| | 44 million HHs | | | | | | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | | | | |
| OVATION | M-SU | 6a-4p | \$125 | | | | | |
| OVATION | M-SU | 4p-8p | \$450 | | | | | |
| | M-SU | 8p-12m | \$935 | No Affiliate Rates Available | | | | |
| | M-SU | 3p-9p | \$500 | | | | | |
| | M-SU | 12m-6a | \$125 | | | | | |
| | M-SU | 6a-12m | \$475 | | | | | |
| | :30, :60, :120 second s | pots available | | | | | | |
| OXYGEN | Full Coverage Rates | | | Affiliate Break Rates | 5 | | | |
| | 72 million HHs | | DUAL | 23 million HHs | <u>. </u> | _ | | |
| $\mathbf{n} \mathbf{v}$ | <u>Daypart</u> | <u>Hours</u> | Rate | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | |
| UAI | M-F | 6a-8a | \$875 | M-F | 6a-8a | \$100 | | |
| GEN | M-F | 8a-3p | \$1,875 | M-F | 8a-3p | \$225 | | |
| UEN | M-F | 3p-6p | \$2,375 | M-F | 3p-6p | \$250 | | |
| - | M-SU | 6p-2a | \$5,000 | M-SU | 6p-2a | \$313 | | |
| | M-SU | 2a-3a | \$938 | M-SU | 2a-3a | \$75 | | |
| | SA-SU | 8a-6p | \$3,938 | SA-SU M-SU | 8a-6p | \$375 | | |
| | M-SU | 3a-6a | \$500 | | 3a-6a | \$50 | | |
| DOD | :30, :60, :120 second s | pots available | | :30, :60 second spots a | | | | |
| POP | Full Coverage Rates | | | Affiliate Break Rates | | | | |
| | 83 million HHs | Hours | Data | 17 million HHs | Hours | Pata | | |
| | <u>Daypart</u> | Hours | <u>Rate</u> \$625 | <u>Daypart</u> M-F | Hours | <u>Rate</u> \$188 | | |
| | M-F | 9a-12n 12n-7n | | | 9a-12n 12n-7n | \$188 \$275 | | |
| | M-F | 12n-7p | \$1,375 \$2,350 | M-F | 12n-7p | \$375 \$625 | | |
| | M-SU | 7p-12m | \$2,250 | M-SU | 7p-12m | \$625 | | |
| | M-SU | 12m-3a | \$625 | M-SU | 12m-3a | \$188 \$500 | | |
| | SA-SU | 11a-7p | \$1,500 | SA-SU | 11a-7p | \$500 \$750 | | |
| | M-F | 6:30p-7p | \$2,250 | M-F | 6:30p-7p | \$750 | | |
| * formark: TV C:: | M-F | 7p-8p | \$3,500 | M-F | 7p-8p | \$1,000 | | |
| * formerly TV Guide | :15, :30, :60, :75, :120, | :300 sec spots | available | :30, :60 second spots a | avaliable | | | |

| REELZ | Full Coverage Rates | | | Affiliate Break Rates | | | |
|----------------|----------------------------|-----------------|--------------------|-------------------------|-----------------|--------------------|--|
| | 55 million HHs | Feed: SI | NGLE (EST) | | | | |
| **REELZ | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | | | |
| | M-F | 6a-12n | \$275 | | | | |
| | M-F | 12n-3p | \$625 | | | | |
| | M-F | 3p-7p | \$700 | | | | |
| | M-SU | 7p-12m | \$1,625 | No Affiliat | te Rates Avail | able | |
| | M-SU | 12m-2a | \$750 | | | | |
| | M-SU | 2a-3a | \$150 | | | | |
| | SA-SU | 6a-12n | \$450 | | | | |
| | SA-SU | 12n-7p | \$950 | | | | |
| | :30, :60 second spots a | available | | | | | |
| START TV | Full Coverage Rates | | | Affiliate Break Rate | S | | |
| | 35 million HHs | Feed | : DUAL | | | | |
| | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | | | | |
| start ™ | M-F | 6a-9a | \$500 | | | | |
| | M-F | 9a-6p | \$1,250 | | | | |
| | M-SU | 6p-12m | \$1,250 | No Affiliat | te Rates Avail | able | |
| | M-SU | 12m-3a | \$250 | | | | |
| | M-SU | 3a-6a | \$125 | | | | |
| | SA-SU | 6a-9a | \$375 | | | | |
| | SA-SU | 9a-6p | \$1,250 | | | | |
| TDC | :30, :60 second spots a | | | | | | |
| TBS | Full Coverage Rates | | DUAL | Affiliate Break Rate | S | | |
| | 87 million HHs | | DUAL | 15 million HHs | | Data | |
| ltbs | <u>Daypart</u> M-F | Hours | Rate | <u>Daypart</u> M-SU | Hours | <u>Rate</u> | |
| | SA-SU | 6a-3p 6a-3p | \$5,000 \$6,906 | M-SU | 6a-7p 7p-12m | \$1,000 \$1,750 | |
| | M-F | оа-эр 3р-6р | \$7,438 | M-SU | 12m-6a | \$1,730 | |
| | M-SU | 5р-ор 6р-12m | \$11,200 | 101-30 | 12111-0a | Ş2J0 | |
| | M-SU | 12m-3a | \$3,500 | | | | |
| | M-SU | 3a-6a | \$3,500 \$750 | | | | |
| | :30 second spots avail | | 7750 | :30 second spots avai | lable | | |
| THIS TV | Full Coverage Rates | | | Affiliate Break Rate | | | |
| 11113 1 V | 60 million HHs | Feed: SII | NGLE (EST) | 36 million HHs | 3 | | |
| | Daypart | Hours | Rate | Daypart | Hours | <u>Rate</u> | |
| | M-SU | 5a-9a | \$188 | M-SU | 5a-9a | \$25 | |
| | M-SU | 9a-4p | \$500 | M-SU | 9a-6p | \$50 | |
| | M-SU | 4p-8p | \$500 | M-SU | 6p-12m | \$125 | |
| | M-SU | 8p-12m | \$438 | M-SU | 12m-5a | \$50 | |
| | M-SU | 12m-5a | \$105 | | | | |
| | SA-SU | 5a-10a | \$49 | | | | |
| | SA-SU | 10a-8p | \$280 | | | | |
| | :30, :60, :120 second s | pots available | | :30, :60 second spots | available | | |
| TLC | Full Coverage Rates | | | Affiliate Break Rate | S | | |
| | 84 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-F | 6a-9a | \$2,250 | M-SU | 6a-9a | \$250 | |
| | M-F | 9a-4a | \$3,000 | M-F | 9a-4p | \$625 | |
| | M-F | 4p-8p | \$6,250 | M-F | 4p-8p | \$750 | |
| | M-SU | 8p-12m | \$9,030 | M-SU | 8p-12m | \$1,063 | |
| | M-SU | 4a-6a | \$364 | M-SU | 12m-4a | \$338 | |
| | SA-SU | 9a-8p | \$5,844 | M-SU | 4a-6a | \$150 | |
| | | | | SA-SU | 9a-8p | \$925 | |
| | :15, :30, :60, :120 seco | ond spots avail | able | :15, :30, :60 second sp | oots available | | |

| TNT | Full Coverage Rates | | | Affiliate Break Rate | ·s | | |
|---------------------------------------|------------------------------|---------------|-------------|---------------------------|----------------|----------------|--|
| | 86 million HHs | Feed: | DUAL | 10 million HHs | | | |
| | <u>Daypart</u> | Hours | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| | M-F | 6a-3p | \$3,000 | M-SU | 6a-7p | \$750 | |
| | M-SU | 3р-6р | \$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 sed | ond spots ava | ilable | :30, :60, :90 & :120 se | econd spots av | ailable | |
| TV LAND | Full Coverage Rates | | | Affiliate Break Rate | :S | | |
| | 78 million HHs | Feed: | DUAL | 36 million HHs | | | |
| TILL AND | Daypart | Hours | Rate | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | |
| TV LAND | M-SU | 7p-2a | \$7,250 | M-SU | 7p-2a | \$1,250 | |
| | M-SU | 2a-4a | \$1,500 | M-SU | 2a-4a | \$250 | |
| | M-SU | 4a-6a | \$800 | M-SU | 4a-6a | \$188 | |
| | SA-SU | 6a-7p | \$4,750 | SA-SU | 6a-7p | \$750 | |
| | :15, :30, :60 second sp | - | | :15, :30, :60 second s | • | • | |
| UP | Full Coverage Rates | | | Affiliate Break Rate | ·s | | |
| | 70 million HHs | Feed: SIN | IGLE (EST) | | | | |
| | Daypart | Hours | Rate | | | | |
| | M-F | 7a-12n | \$1,750 | | | | |
| | M-F | 12n-4p | \$2,000 | | | | |
| | M-F | 4p-7p | \$2,250 | | | | |
| | M-F | 7p-12m | \$2,463 | | | | |
| | M-F | 12m-3a | \$1,275 | | | | |
| | M-F | 3am-7am | \$688 | No Affiliat | te Rates Avai | lable | |
| | SA-SU | 7a-2p | \$1,850 | | | | |
| | SA-SU | 2p-7p | \$2,200 | | | | |
| | SA-SU | 7p-12m | \$2,463 | | | | |
| | SA-SU | 12m-3a | \$1,275 | | | | |
| | SA-SU | 3am-7am | \$688 | | | | |
| * formerly Gospel Music | :30, :60 & :120 second | | | | | | |
| USA | Full Coverage Rates | | | Affiliate Break Rate | ıc | | |
| OJA | 88 million HHs | Feed: | DUAL | 15 million HHs | :3 | | |
| | <u>Daypart</u> | Hours | Rate | Daypart | Hours | <u>Rate</u> | |
| | M-F | 6a-3p | \$4,000 | M-F | 6a-3p | \$313 | |
| | M-F | 3p-6p | \$8,750 | M-F | 3p-6p | \$375 | |
| network | M-SU | 6p-2a | \$15,000 | M-SU | 6p-2a | \$750 | |
| network | M-SU | 2a-3a | \$2,500 | SA-SU | 6a-7a | \$63 | |
| | M-SU | 3a-6a | \$450 | SA-SU | 9a-6p | \$500 | |
| | SA-SU | 6a-6p | \$7,750 | M-SU | 2a-6a | \$63 | |
| | :15, :30, :60, :120 seco | • | | :30, :60 second spots | | φ00 | |
| VH1 | Full Coverage Rates | | | Affiliate Break Rate | | | |
| VIII.2 | 77 million HHs | Feed: | DUAL | 44 million HHs | .5 | | |
| | Daypart | Hours | Rate | Daypart | Hours | <u>Rate</u> | |
| · · · · · · · · · · · · · · · · · · · | M-SU | 6a-11a | \$1,500 | M-SU | 6a-11a | \$250 | |
| | M-SU | 11a-7p | \$3,875 | M-SU | 11a-6p | \$400 | |
| | M-SU | 7p-12m | \$9,000 | M-SU | 6p-12m | \$650 | |
| | M-SU | 12m-3:30a | \$2,750 | M-SU | 12m-3a | \$175 | |
| | M-SU | 3:30a-6a | \$325 | M-SU | 3a-6a | \$175 \$125 | |
| | :15, :30, :60, :75, :90, : | | | :15, :30, :60, :75, :90, | | | |
| | 1.20, .00, .00, ./ 0, .00, . | occopors | avanabic | 1.20, .00, .00, .70, .30, | o occ spots | , available | |

| WE | Full Coverage Rates | | | Affiliate Break Rate | s | |
|----|--|--------------|-------------|-----------------------|--------------|-------------|
| | 61 million HHs | Fee | d: DUAL | 18 million HHs | | |
| TV | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> | <u>Daypart</u> | <u>Hours</u> | <u>Rate</u> |
| | M-F | 10a-2p | \$1,438 | M-F | 10a-2p | \$350 |
| | M-F | 2p-6p | \$1,938 | M-F | 2p-6p | \$450 |
| | M-SU | 6p-1a | \$2,500 | M-SU | 6p-1a | \$450 |
| | M-SU | 1a-5a | \$400 | M-SU | 1a-5a | \$100 |
| | SA-SU | 10a-6p | \$3,000 | SA-SU | 10a-6p | \$400 |
| | :15, :30, :60, :120 second spots available | | | :30, :60 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.

We Appreciate Your Business!

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